

AMERICAN GAS ASSOCIATION MONTHLY

January 1928

Volume X

Number 1

Financial Statistics of the Manufactured Gas Industry

By PAUL RYAN

The Industry Faces a Prosperous 1928

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Institutional Advertising Should Be Human

By KEITH CLEVENGER

"She's Still the Sarah Jane"

By W. H. BLOOD, JR.

The Challenge Ahead

By ALEXANDER FORWARD

Competition for Beal Medal Announced

Appliance Tests on Admixtures of Natural Gas with Manufactured Gas

By C. C. WINTERSTEIN and K. R. KNAPP





AMERICAN GAS ASSOCIATION MONTHLY
420 LEXINGTON AVENUE, NEW YORK, N. Y.

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1928 Will See Further Increases in Gas Sales
—Both in Homes and in Industries



SUBSCRIPTION RATE

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Our Own Who's Who



XXXII Christy Payne

BORN in Butler, Pennsylvania, in 1874. Entered employ of National Transit Company in 1895 after graduation from Princeton University. Was admitted to bar of Venango County, Pa., in 1898. In 1901 moved to Pittsburgh, in the employ of the South Penn Oil Company, and in 1902 was admitted to practice in the courts of Allegheny County and in the Supreme Court of Pennsylvania. In 1903 was elected secretary and attorney of The Peoples Natural Gas Company, and in 1906 was elected to similar offices in the Hepe Natural Gas Company and other allied gas companies, with offices in Pittsburgh, and was also a director of the companies. In 1920 was elected President of The Peoples Natural Gas Company, an office which had previously been held by his father, C. N. Payne. In October of that year his office was transferred to New York City. On June 7, 1927, was elected a Director of Standard Oil Company (New Jersey).

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The Industry Faces a Prosperous 1928

A Review of the Past Year and a Forecast of the New Year

By OSCAR H. FOGG
President, American Gas Association



O. H. Fogg
NOT forgetting its material advancement and its rapid march into new fields of utilization, the one factor of brightest significance in the gas industry during 1927 seems to me to have been the extraordinary manifestation of public interest in the present and future development of a business already long past its first century of uninterrupted public service.

The newer domestic applications of gas fuel, such as house heating and refrigeration, have caught the popular imagination. Added to this is an appreciation, widespread, and increasing, that the solution of the nation's fuel problem is bound up directly with the problems of energy conservation, industrial efficiency, and even public health.

The development of automatic gas appliances, for meeting the fuel requirements in the home, has already reached a state of perfection which meets the most exacting demands of our customers. The degree to which people avail themselves of smokeless automatic gas fuel for domestic purposes now depends almost solely on the rate for which gas can be purchased in quantity. Most gas compan-

ies have already developed rates for house-heating for complete fuel requirements in the home, which now make it common for one home to be equipped with a heating boiler, automatic water heater, refrigerator, stove, incinerator and various laundry appliances.

The development of appliances and rates for a wider application of gas in industry has also reached a point where gas is now recognized as the cleanest, most convenient and sanitary fuel for manufacturing purposes. Plant engineers now recognize that gas has many intangible values which should properly be considered when comparing fuel costs. Complete cost analysis invariably shows gas to be the cheaper fuel, even though a direct comparison of fuel alone may indicate that gas is slightly more expensive. The cost of labor and the value of property is, in most communities, reaching such significant figures that fuel cost is secondary. Invariably, the use of gas results in space conservation and improved working conditions.

Gas companies have learned, not only to produce, but to market, the valuable by-products of gas manufacture. Important experiments in combustion and long distance transmission of gaseous fuel have, in many places, reached the stage of practical application. The waste of natural resources, the effects on life and

(Continued on page 54)

INCREASED GAS SALES REGISTERED FOR 1927

THE gas industry faces 1928 with an overwhelming array of economic factors in its favor. Preliminary estimates of sales of manufactured gas for 1927 reveal an increase of 20,000,000,000 cu.ft. over the record-breaking total registered in 1926. The estimated figure for 1927 is 475,000,000,000 cu.ft., which is a new high record.

Manufactured gas companies now serve 11,400,000 customers, representing an increase of 350,000 over 1926. The miles of main total 91,000, and the invested capital is placed at \$2,700,000,000. Gross operating revenue for 1927 is estimated at \$520,000,000, or an increase of \$20,000,000 over 1926.

The manufactured gas industry has not

reported a decrease in annual sales in the last 25 years. Sales have increased 352 per cent in 25 years, while the population of the country has increased only 50 per cent.

The latest figures for sales of manufactured and natural gas total 1,714,000,000,000 cu.ft.

The following tabulation shows how manufactured gas sales have grown in the last 25 years.

1902—sales totaled	92,714,667,000 cu.ft.
1907—sales totaled	132,011,582,000 cu.ft.
1912—sales totaled	178,228,754,000 cu.ft.
1917—sales totaled	264,493,003,000 cu.ft.
1922—sales totaled	350,000,000,000 cu.ft.
1927—sales totaled	475,000,000,000 cu.ft.

The Challenge Ahead

The Achievements of the Past Year Are a Stimulant to Make 1928 Another One of Broken Records

By ALEXANDER FORWARD

Managing Director, American Gas Association



A. Forward

At the turn of the year the manufactured gas industry is in an enviable position. Sales figures for 1927 set a new high record, showing more than a healthy, normal growth of business. This is a sharp challenge for the coming year, and should be a stimulus to make 1928 one of the most prosperous years in the long history of gas service.

Business prophets see a prosperous year ahead. The optimism concerning business conditions, evidenced by the predictions of leaders in every branch of industry, is doubly applicable to the gas industry. Ours is the enviable position; we will progress!

The annual convention in October was a true index of the condition of our business. The dominant idea at Chicago was progress. There was an anxiousness

about the future, but it was anxiousness in the solution of problems constantly arising rather than any uncertainty as to the course to pursue. A homely simile expresses it most forcibly: We are champing at the bit.

The careful student of the gas industry looks at our activities, weighing them carefully and selecting fact from theory. He sees the Testing Laboratory and the strides it has made in the short period of its existence. He sees the \$500,000 industrial gas research fund and the trade journal advertising campaign that is doing much to increase our hold on the industrial heating business. He views the development of our technical research and our engineering and economic survey. He knows that employee educational work is a powerful ally to public relations work. He recognizes a sound merchandising step in the consideration of national advertising to determine whether we need nationally sponsored advertising and what to advertise if the decision is made to under-

(Continued on page 22)

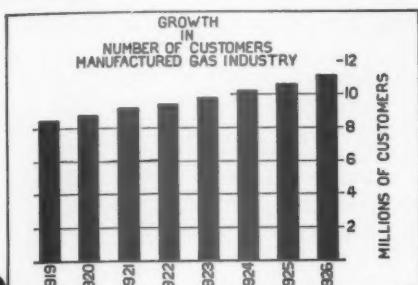


Chart 1

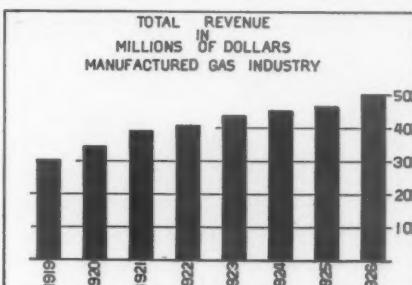


Chart 2

Financial Statistics of the Manufactured Gas Industry—1923-1926

By PAUL RYAN
Statistician, American Gas Association

ONE of the most salient characteristics of the manufactured gas industry is steady and persistent expansion in all phases of the business, from year to year. This stability and continued growth are exemplified in the accompanying charts, which show the growth in number of customers, increase in gross revenues, and number of persons employed.

In Table 1 is shown an income statement for the manufactured gas industry in the United States as a whole, covering the years 1923-1926.

In 1926, the total gross operating revenues of the industry increased \$35,000,000, or 7.5 per cent. Continued economies in operation during the year reduced the increase in operating expenses (exclusive of taxes) to \$20,665,000, or 6.7 per cent. Taxes, however, increased heavily during the year, by \$4,754,000 or 11.3 per cent.

The burden of taxation on the industry is high, and appears to be on the increase. The following tabulation shows the operating ratio (ratio of operating expenses, including retirements, to total gross operating revenues), both before and after taxes.

	OPERATING RATIO			
	1923	1924	1925	1926
Before taxes	67.6	67.4	66.5	65.7
Including taxes	76.2	76.0	75.2	75.0

The effects of increased taxation are shown even more clearly perhaps, by the following ratios:

	TAX RATIOS			
	1923	1924	1925	1926
Taxes to Gross Revenues	8.7	8.7	8.9	9.2
Taxes to total operating expenses (including taxes)	11.4	11.4	11.8	12.2
Taxes per M.C.F. sold	.098	.097	.098	.101

COMPARATIVE COMBINED INCOME STATEMENT FOR MANUFACTURED GAS INDUSTRY IN U. S.

	1923	1924	1925	1926
Gross Operating Revenue from Sales of Gas	\$422,972,000	\$438,000,000	\$452,000,000	\$486,000,000
Miscellaneous Operating Revenue	12,028,000	12,000,000	13,000,000	14,000,000
Total Gross Operating Revenue	435,000,000	450,000,000	465,000,000	500,000,000
Operating Expenses	294,234,000	303,030,000	309,085,000	329,750,000
Taxes	37,845,000	39,105,000	41,246,000	45,900,000
Total Operating Expenses	332,079,000	342,135,000	350,331,000	375,650,000
Income from Operations	102,921,000	107,865,000	114,669,000	124,350,000
Non-Operating Revenue	21,880,000	26,280,000	32,085,000	32,750,000
Gross Income	124,801,000	134,145,000	146,754,000	157,100,000
Income Deductions	41,979,000	44,235,000	47,848,000	50,900,000
Net Income Available for Dividends and Surplus	82,822,000	89,910,000	98,906,000	106,200,000

TABLE 1

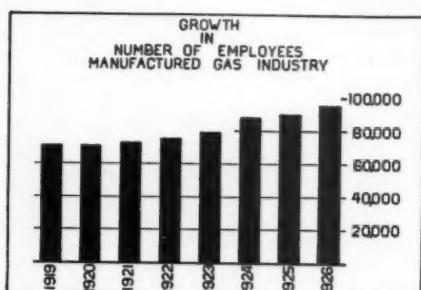


Chart 3

In spite of this increased tax burden income from operations registered an increase of \$9,681,000, or 8.4 per cent during 1926, clearly reflecting the advantages that are accruing to the industry through diversifying its business by the development of industrial, commercial and house heating loads. The relation between operating expenses, taxes, and operating income is shown graphically in Chart 4.

Although fixed charges increased by over \$3,000,000 or 6.4 per cent in 1926, the gross income available for such fixed charges increased by more than \$10,346,000 or 7 per cent. In 1925 fixed charges constituted 10.3 per cent of the total gross operating revenues of the industry. In 1926 this ratio was 10.2. The essential soundness and desirability of gas company bonds is indicated by the following tabulation.

	1923	1924	1925	1926
Number of times fixed charges were earned	3.0	3.0	3.1	3.0
Ratio of net income after fixed charges to gross operating revenue	19.1	20.0	21.3	21.3

The margin of net income after fixed charges has increased steadily during the four-year period. This continued improvement in the financial position of the manufactured gas industry is demonstrated in the most striking manner by the curves shown in Chart 5, which compares an index of gas bond prices, with two standard bond price indexes, one for highest grade railroad bonds, and the other for industrial bonds.

The indexes are derived from the yields of the average prices of the bonds for each day of the month, the average yields for the ten bonds of each class being capitalized at 4 per cent to give the combined index.

The indexes of railroad and industrial bonds are compiled by Dow Jones & Company and published in the Survey of Current Business, issued by the U. S. Department of Commerce. The index of gas bond prices was compiled by the Statistical Department, A. G. A.

In 1923 the average for the gas bond index stood 1.61 points below the average for the industrial bond index and 12.20 points below the average railroad bond index. In 1926, however, the gas bond index averaged 3.82 points above the industrial index and only 7.8 points below the railroad bond index.

Comparing the average of each index for 1923 with its average for 1926 the industrial showed a rise of 5.59 points, the rail index a rise of 6.62 points while the index of gas bond prices rose over 11 points, demonstrating in the most convincing manner the improved status which securities of the manufactured gas industry have in the minds of the investing public.

Chart 6 summarizes some of the main trends shown in the comparative income statement in Table 1. The data are all plotted to the same logarithmic or ratio scale, and the chart therefore shows percentage increase and facilitates direct comparisons between the slope of one

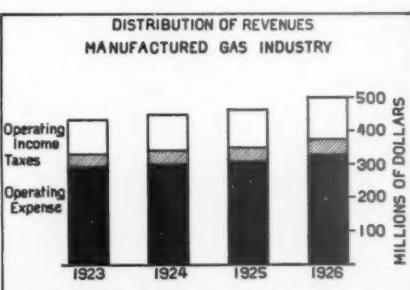


Chart 4

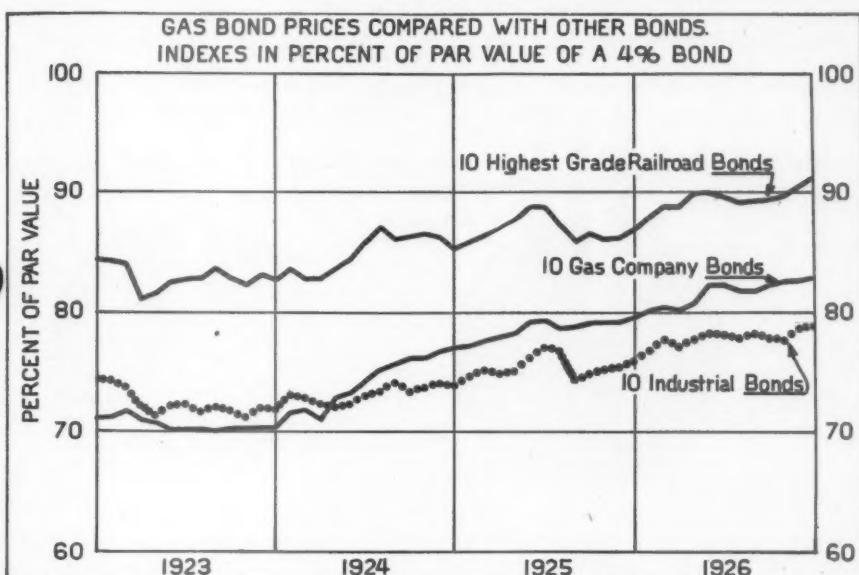


Chart 5

curve and that of any other curve, regardless of its location on the diagram.

That is, such a chart compares percentage changes, while the arithmetic charts compare absolute changes.

As will be observed from the chart, al-

though operating expenses increased at a slower rate than gross revenues, a considerable proportion of this difference was absorbed by increased taxation. Fixed charges appear to increase at about the same rate as gross revenues.

The most encouraging indication of the chart is that despite increased taxation, net income is increasing at a somewhat faster rate than operating expenses, fixed charges or gross revenue, and demonstrates clearly that the industry's expansion is being planned upon a sound economic basis.

Many of the important trends of the industry are also indicated by the combined income statement per M cu.ft. of gas sold, as shown in Table 2.

Both the revenue from sale of gas and the total gross operating revenue, per M cu.ft. sold, have declined steadily during the period. The unit cost per M cu.ft. also declined steadily, while at the same time operating income, as well as net income per M cu.ft., continued to increase affording additional indications

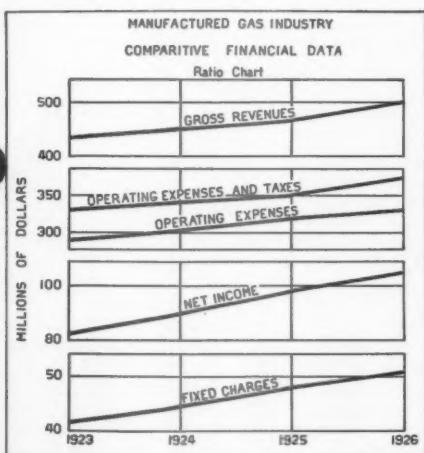


Chart 6

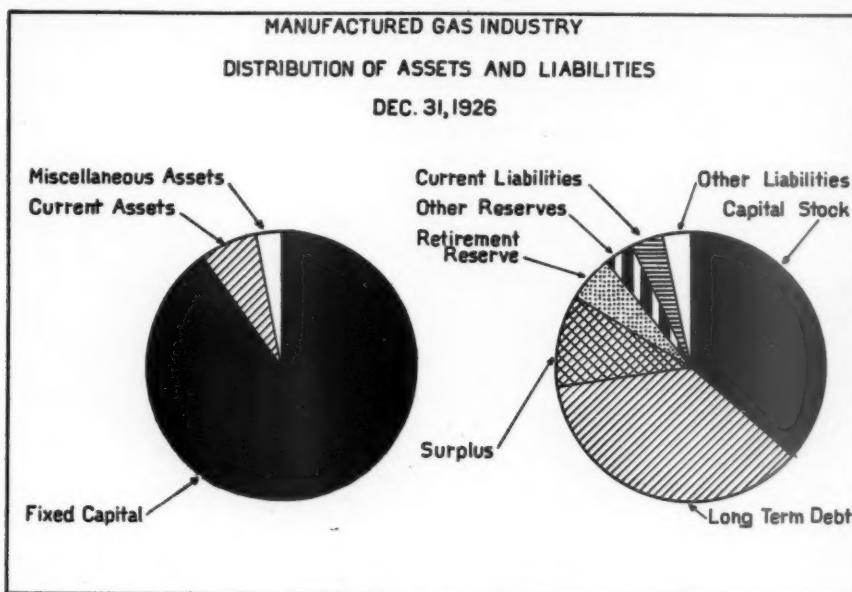


Chart 7

that through aggressive merchandising based upon sound economic principles of rate making, the industry may diversify and expand its sales to the point where the resulting increased utilization of plant investment, together with improvements in the technique of production already ac-

cruing from the industry's research program, will result in lower net costs to the consumer and at the same time increase net income.

In Table 3 is shown a combined balance

(Continued on page 47)

**COMPARATIVE COMBINED INCOME STATEMENT per M.C.F. GAS SOLD
FOR THE MANUFACTURED GAS INDUSTRY IN U. S.**

	1923	1924	1925	1926
Gross Operating Revenue from Sales of Gas	Per M.C.F. \$1.100	\$1.081	\$1.073	\$1.067
Miscellaneous Operating Revenue	Per M.C.F. .031	.030	.031	.031
Total Gross Operating Revenue	Per M.C.F. 1.131	1.111	1.104	1.098
Operating Expenses	Per M.C.F. .765	.748	.733	.724
Taxes	Per M.C.F. .098	.097	.098	.101
Total Operating Expenses	Per M.C.F. .863	.845	.831	.825
Income from Operations	Per M.C.F. .268	.266	.273	.273
Non-Operating Revenue	Per M.C.F. .057	.065	.076	.072
Gross Income	Per M.C.F. .325	.331	.349	.345
Income Deductions	Per M.C.F. .109	.109	.114	.112
Net Income Available for Dividends and Surplus	Per M.C.F. .215	.222	.235	.233

TABLE 2

COMBINED BALANCE SHEET FOR THE MANUFACTURED GAS INDUSTRY IN U. S.

ASSETS	December 31, 1926	Total Liabilities	\$2,601,677,000
Fixed Capital	\$2,340,380,000	Capital Stock	\$949,624,000
Current Assets	181,079,000	Long Term Debt	941,210,000
Miscellaneous Assets	80,218,000	Current Liabilities	98,716,000
		Other Liabilities	90,987,000
		Retirement Reserves	140,432,000
		Other Reserves	94,545,000
		Surplus	286,163,000
Total Assets	\$2,601,677,000		

TABLE 3

On the Firing Line of A. G. A. Activities

A Review of the Activities of the A. G. A. The Past, Present, and Future Months—High Spots in Brief and Otherwise

THE Committee on Education of Gas Company Employees congratulates the Commission on Asphyxiation and Resuscitation upon consummation of standarized text and pictures for artificial respiration by the prone pressure method of resuscitation.

The Committee recommends to every gas company training of its employees in this method of resuscitation and the use of the American Gas Association film in connection therewith.

THAT the consolidation of the A. G. A. and the former Natural Gas Association has been completely consummated, and that there is now one national organization, is seen in the personnel of committees for the coming year. Almost every committee now has natural gas representation, and the few committees which have not yet selected full personnel will do so in the near future.

TECHNICAL SECTION

THE policy of this Section for the coming year will be a continuation of concentration on the economic and engineering survey. The committee on the survey, headed by H. E. Bates, will continue the contacts with other committees and sections of the A. G. A. interested in the survey, and already the personnel of various subcommittees has been selected.

The other committees of this Section are also concentrating on work allied with that of the Survey Committee. The Carbonization Committee, H. H. Himsworth, chairman, and the Water Gas Committee, W. J. Murdock, chairman, are considering detailed suggestions in their program for the year, and announce-

Consolidated Gas Company of New York.

Mr. Kurwin R. Boyes, Secretary,
American Gas Association,
420 Lexington Avenue,
New York City.

Dear Mr. Boyesen

Surprisingly but none the less gratifying response to the American Gas Association booklet, "The Story of Gas", has been evident in the work of the Gas Education Committee of the Consolidated Gas Company of New York. In doing its work in the public schools of New York City, since the opening of the present school year, requests for this booklet have come to us from the high schools and to the association approximately 2,400 copies. In every case where we have been requested, we find that teachers of chemistry are using this as a study book. In many classes we find only one well-taken copy in the hands of teachers who are employing it. We are, therefore, sending a copy to the desire of these teachers to place a copy in the hands of every member of their classes, so far as possible.

In order to take care of these requests and any further requests of this nature which may come to us, will you kindly send, at your earliest convenience, 5,000 copies addressed to this office? We feel that this booklet, used in the way indicated, is not only of great benefit to us locally, but also of considerable benefit to the gas industry at large.

IF IT'S DONE WITH MEAT YOU CAN DO IT BETTER WITH GAS
The Story of Gas proves of real
educational value

pounds that are found in gas.

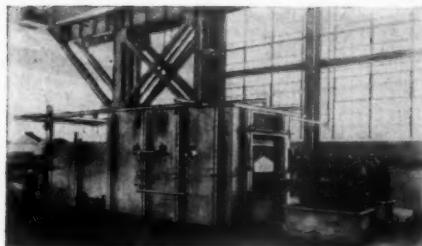
ACCOUNTING SECTION

THE Accounting Section has undertaken a most comprehensive program for the coming year. Committees and activities are as follows:

Advisory Committee on A. G. A. Statistics, G. E. McKana, chairman: A continuing committee to advise and assist Headquarters in planning and compiling national statistics.

Cost of Operating Motors and Mechanical Equipment in Distribution Work, M. F. Reeder, chairman: A continuing committee to follow up practical applications of cost classifications for operating motors and develop a system of classifying and recording cost of all mechanical equipment used in distribution work.

Credit and Collections, G. A. Burrows, chairman: To study and report on most up-to-date practices in credits and collections both as applied to gas accounts and to merchandise accounts.



Here is the car that gas made. The new Ford, the wonder of the automotive world, owes a great deal to the controllability and cleanliness of gas fuel. At the Fordson Plant, in Detroit, 50,000,000 cu.ft. of gas are used a day for heating operations, as contrasted to 23,000 cu.ft. used previously. While much of this increase represents conversion from oil and electricity, many new furnaces have been added to accommodate special jobs and increased production capacity. The vast majority of heating processes in Fordson Plant are on gas. There are between 400 and 500 gas-fired units for industrial heating processes

Exhibit, Sidney Curran, chairman: A continuing committee to maintain close contact between manufacturers of equipment and gas companies.

Fixed Capital Records, J. I. Blanchfield, chairman: To report on methods of maintaining records of fixed capital that will best reflect investment at any time.

Insurance Committee, Harry Anderson, chairman: A continuing committee covering all forms of insurance coverage for gas companies, and methods of securing reduced rates.

Office Personnel and Development of Office Labor Saving Devices, J. L. Conover, chairman: To study organized plans for the reduction of turnover in office personnel and specific methods of keeping the employees satisfied. A special subcommittee will carry on the work of developing office labor-saving devices along the lines of most usefulness and economy in the utility work.

Relations with Customers, R. F. Bonsall, chairman: A continuing committee to review and report on routines, procedures, company policy, designed to bring about better relations with customers through the contacts of employees in the accounting, commercial offices, distribution, etc.

State Representatives, F. H. Patterson, chairman: A continuing committee to provide for better contact with affiliated associations on accounting subjects and provide information on specific problems submitted by company members in the field of accounting and commercial practice.

Uniform Classification of Accounts, H. M. Brundage, chairman: A continuing committee to further the adoption of the classification by State Commissions and deal with specific problems relating to the use of the Uniform Classification.

Two new committees have been formed, as follows: **Machine Payroll Accounting**, W. S. Pruyn, chairman, and **Internal Audits of Departments**, A. Di Carlo, chairman.

MANUFACTURERS SECTION

F. G. Curfman, of New York, N. Y., has been made chairman of a committee to consider the question of standardization and of charging for appraisals. The formation of this committee was recommended by Mr. Curfman in his report at the last convention as chairman of the Division of Gas Manufacturing and Auxiliary Equipment Manufacturers.

Institutional Advertising Should Be Human

To Be Successful Good Will Copy Should Make a Definite Appeal to the Public as People

By KEITH CLEVINGER

Public Relations Director, The Empire Companies, Bartlesville, Okla.

ADVERTISING is not a salesman; advertising is not a surgeon; advertising is not a magic genii. Advertising will not sell your business to the public. Neither will it eradicate any fundamental or organic ills within the business. Nor will it transform a business in ill-repute into one of good repute. All that advertising can do is to help accomplish these things. The selling of the business, its service and its products, the curing of any ills from within the business, any transformations that are to be made in policy, must have inception in the executive offices of the organization and be followed down through the operating personnel to the very last one, who in anyway has a contact, direct or indirect, with the customers served or the public. Advertising is merely the paid herald who announces and holds before the public the product or service for sale, the policy changes, etc., and to a very great extent creates desire for the product or service, and respect for and appreciation of the policies of the organization.

There are three primary objectives of utility advertising: 1. Increased load sales. 2. Increased appliance sales. 3. Increased public confidence and good will.

The gas company's services effect intimately and are of interest too: 1. Its patrons. 2. Its stockholders. 3. The general community.

ONE of the most important considerations before gas men today is that of national advertising. Mr. Clevenger's remarks are especially timely, giving an authentic picture of one side of the advertising problem.

This article is the second of a series on national advertising. Other articles on merchandising and other aspects of advertising will be printed in future issues of the *MONTHLY*. All members are cordially invited to submit their ideas.

Mr. Clevenger presented this material before the recent convention of the Southwest Division of the Natural Gas Department. We have taken the liberty of abstracting certain paragraphs, but will publish these in an early issue of the *MONTHLY* as they give an accurate picture of local company advertising.—Editor.

It will be noted that while the principal objectives to be sought are conditions, the associations by and through which these improved conditions are to be obtained are with people.

The maintenance of revenues that assure good service to patrons, as well as an attractive investment for stockholders, requires that sales be made at rates that will permit a reasonable earning on the fair value of the property used and

useful in the business. To provide this revenue promotion of new and more extensive uses of gas, both for domestic and industrial purposes, must go on continually—as well as the intensive selling of gas-using appliances, contemplated to encourage a greater, and, at the same time, a more economic use.

All of these processes depend upon and require the thorough understanding of, and good will for, the utility, the vital human service it renders and its methods and its policies.

Now what do we mean by institutional advertising? For the most part we use the term "institutional" as descriptive of that form of advertising which has to do with the dissemination of information relative to the history of our business, the various departments of the business, their relation to each other and patron's service, the policies and methods of the utility, as opposed to strictly merchandising, or sales promotion advertising. In other

words, "institutional" advertising is contemplated to build up good will for the utility through the creation of better understanding of the business.

In the preparation of "institutional" or informative and educational copy these three classes of people, who are directly interested in the business, must be taken into consideration: 1. The stockholders. 2. The general public. 3. The patron.

The stockholder is primarily interested in the utility from the standpoint of his investment, its present and future earning power and security, the general ability of its management and the conservative policy of its operation.

The general public, whether a stockholder or customer, or neither, has a definite interest in the utility by reason of its relation as a public servant, its municipal and state privileges, to the end that the service rendered shall be in proportion to the franchise rights and privileges granted.

The patron is interested in the service rendered; that it be adequate for his desires, and within the reasonable limitations of his ability to pay for same. The understanding and appreciation of the utility and the service it renders on the part of its patrons is to our mind the most important consideration of any utility; for a satisfied clientele will go a long way toward keeping the utility on a satisfactory earning basis and in good favor with the public and the regulatory bodies, while a dissatisfied clientele will quite frequently bring the utility's financial structure under a cloud and place it in ill favor with the public, regardless of the strength of its finances and the thoroughness and efficiency of its operations.

"Institutional" advertising, therefore, is brought face to face with the problem of appealing to three classes whose interests are more or less at variance, or so would seem.

The stockholder may be interested in the dollars invested in the business and the magnitude of its operations. He is in-

terested in the good service of the company and the good will it enjoys, at least to the extent that his dividends are not impaired. Advertising constructed from his point of view might be as so much dynamite exploded in the consciousness of the patron who pays the bills and the general public who grants the franchise.

Likewise, advertising directed to the general public might be most disastrous to the stockholders' and patrons' good will.

It would seem that the function of "Institutional" advertising must necessarily contemplate simultaneously the interests of all those concerned with or affected by the operations of the utility.

This being the case, then—what sort of advertising, how shall it be prepared and to whom should it be addressed? Inasmuch as the stockholder, the individual member of the public group and the patron, each is a human being, we have a common ground upon which to appeal to them—*we will advertise to people*.

Advertising that is not chiefly concerned with people is almost bound to fail.

The perpetuity of the Christian religion is due largely to the fact that it is a personal religion; it has appealed to people; it has fulfilled their desire for spiritual solace, down through the ages. The Bible and the Christian ministry are in a sense advertisements of, or a pointing the way to, a state of spiritual comfort. In what I believe is one of the greatest pieces of "institutional" advertising ever promulgated Christ said, "In my Father's house are many mansions"—not how many millions of dollars were invested in them, or how many years it took to build them or how many thousands of men were engaged on the job—the "pulling" statement, the statement which has tugged at the desiring hearts of countless millions, is "I go to prepare you a place there." How simple, yet impelling is this statement. Its power lies in the fact that it strikes straight into the age-long desire of mankind for a definite hope of salvation.

Most advertising failures can be charged to the fact that those responsible for the copy have been more concerned with the institution advertised or its product or service, or with the publicity and its form, than with people and their desires.

Frankly, people are not interested in the dollars invested in our business—they are not interested in the service it renders—except as the investment and the service satisfies their desires.

"If you analyze the life of a man you will find that it consists chiefly of ideas," says Richard Surrey, one of our most preeminent advertising authorities.

"Take everything away from a man that he possesses and he will still live and retain ideas. His ideas are the last things he sheds as he passes out of life."

Shakespeare has stated this bit of human psychology in two couplets.

"There is nothing either good or bad, but thinking makes it so."—Hamlet.

"All things are ready if our mind be so."—*Henry V.*

Men have always realized that the thought or the "state of mind" is the essence of existence.



*"News" makes good advertising. The first
"all gas" apartment house in New York is
worthy of wide publicity*

"Advertising should not deal with products or services. It should deal with activities or states of mind, with safety, with health, recreation, amusement and so on. These are not dead things put up in cartons at so much a dozen. They are living things, or rather living thoughts."

It is the "wants" of a man that influence him more than his "needs."

Everybody needs food, but they do not eat just the food they need; they eat the food, as often as possible, that they like and want because it satisfies, not only their physical appetite but their mental desire.

So it is that they invest in our securities, not only because they want to own stocks or bonds, but because their ownership satisfies some condition of mind for saving, for income for old age, etc., or they are favorably inclined to our business because they believe that it is conducted in accordance with the best interests of all concerned. Or they are pleased with the service, and the rates changed for same, because that service satisfies their desire



The Consolidated Gas Co. of N. Y. uses, with good results, book covers for school children. Institutional publicity is printed on the covers.

or want of comfort, of safety, or health, etc.

Value is never in the product sold nor in the service rendered; it is in the mind of the customer.

Then in our institutional advertising, whether in newspapers, bill enclosures or whatever form it takes, it seems to me that the impelling motive should be to appeal to the state of mind, the desires, the wants of our patrons, our stockholders and our public—to show them how our service enters into and enriches their needs and our securities offer them the solace of a comfortable income etc., how our operations intimately aid and influence the early progress of civilization and community development—offering the concrete facts about the investment in our business, its physical efficiency, etc., merely as the background, the reason for our ability to fulfill these human desires and wants.

The best test of advertising that I know of is to confront your advertising program with these questions:

Does my advertising expect people to step out of the stream of their lives and take a personal interest in my business?

Or does this advertising step out of my business into the stream of other people's lives and take a personal interest in their states of mind?

Any advertising is better than no advertising, but I believe if we adopt the later course we will find that our advertising is more accurately "hitting home" and more nearly accomplishing the desired results.

Brooklyn Union Opens First Units of New Plant

THE first units of the Brooklyn Union Gas Company's new plant were put in operation recently.

The plant has a daily capacity of 20,000,000 cubic feet and is so designed that it may be extended to an ultimate capacity of 200,000,000 cubic feet per day. The present increased capacity is approximately 25 per cent over the previous total capacity of the company's plants.

Johns Hopkins Students Organize Gas Society

A MEETING was held on November 17, 1927, at the Johns Hopkins University for the purpose of forming a local Gas Engineers' Society. In addition to the members of the Senior Gas Engineering Class, a number of men prominent in the gas industry in and around Baltimore were present.

John C. Holtz, a graduate student in Gas Engineering, presented a paper on "The Origin of Organic Sulphur in Coal." Plans for the formation of the organization were discussed. Nathan Schofer was elected secretary.

At another meeting held on December 7, 1927, final preparations were made.

The secretary will be glad to give any further information to those interested. His address is: Johns Hopkins University, Post Office Box 778, Homewood, Baltimore, Md.

A. W. Thompson Tells of Philadelphia Merger

ASTRACT from recent statement by Arthur W. Thompson, president, The United Gas Improvement Company, on acquisition of controlling interest in the stock of The Philadelphia Electric Company by U. G. I.

"The cordial relationship between The United Gas Improvement Company and The Philadelphia Electric Company gives opportunities for greater economies in joint operation of these public utilities, together with greater opportunities for more contacts with patrons, insuring continued cordial public relations.

"The combined operation of The Philadelphia Electric Company and the Philadelphia Suburban-Counties Gas and Electric Company in the metropolitan area of Philadelphia will give this section an unrivaled public utilities service.

"Closer cooperation also means economical financing of the large sums of money needed for the expansion of business that will come with the growth of the territory.

"Such closer relationships are in line with the policy of the Directors of The United Gas Improvement Company.

"I desire to repeat, that The Philadelphia Electric Company will not lose its corporate identity. It will continue a service of the highest standard, maintaining its foremost rank in the electric industry. Employees of The Philadelphia Electric Company have already been assured that the acquisition of a controlling interest in the company by The United Gas Improvement Company should not be disturbing to them.

"Summing up the whole public utility situation in Philadelphia and territory surrounding, we feel that the future is bright. United, efficient, and a forward-looking management means increased earnings, continued good service, with ever-increasing higher standards and better returns for the stockholders."



Window displays with the theme of saving human life

It Pays to Capitalize Life Saving

**The Western United Gas and Electric Co. Finds
Window Display Creates Good Will**

A WINDOW display which dramatized life saving served to educate the public along safety lines and also created a great deal of good will for the Western United Gas and Electric Co., of Aurora, Ill., according to A. E. Schmeiser, general claim agent of the company. The display was so successful in Aurora that it was sent to four other cities in the Western United system.

This display consisted of the framed certificates of C. P. Starr, Ray Clutts, Ernie McGinn and Ed. Schmidgall together with the medals which were presented to them by the American Gas Association for saving human lives by the prone pressure method of resuscitation. A large card stating that these certificates were presented by the American Gas Association was used, as was also a card explaining the use of the inhalator.

Along side of the medals were cards stating to whom each medal was given and

a short history of the case. There was also a large card stating that the Schaeffer prone pressure method of resuscitation as demonstrated is recognized by all utility companies, the United States Bureau of Mines, the utility associations, and other organizations as the method to be used for successful resuscitation from asphyxiation, electric shock, carbon monoxide, drowning, etc.

The main part of the display, however, was the mechanical dummy which was placed in the center of the display. This operated by electricity with a timeostat which assured the correct number of strokes for the man performing the resuscitation.

Along with the inhalator in the window was a card explaining its use and calling attention to the fact that it is available either day or night by calling the company or the police department; or at night by 'phone by calling an employee of the



The utility found out that the public is interested in life saving

company who is an experienced man in taking care of these matters.

In one corner were placed several safety kits of the individual type, some of the contents being out on the floor where they would be conspicuous. A card stated that all company trucks are equipped with first aid kits as shown and that employees are instructed to render first aid and assistance to any one injured and to assist them to a doctor or to the hospital.

"We started this display in our Aurora window," Mr. Schmeiser says. "We left it there a week and it caused so much comment around the city and such large crowds gathered in front of this window both day and night that our operating vice president, J. F. Egolf, ordered the display to be sent to several other large towns in the territory in which we serve.

"It was accordingly sent the next week to Elgin, then to Joliet, then to Wheaton and finally ended up at LaGrange, Illinois, having been used a week in each one of these towns. The same situation as to the crowds watching the windows occurred at each of these various towns as had occurred at Aurora.

"It appeared that the novelty of this display together with the fact that it was of a life-saving nature, and that the public could obtain this service from their gas and electric company free of charge if the occasion should arise, were the primary causes of the interest taken by the public in this window display. The news-

papers in the various towns took note of the window display and placed long articles in their papers regarding it."

In summing up the display Mr. Schmeiser states that a great amount of education and good will between the utility and the public has resulted.

"We wish at this time to express our thanks to your association for your prompt presentation of the medals and awards to our employees and also to the National Safety Council at Chicago for their so kindly loaning us the prone pressure model," he says.

The combined population of the five cities in which the display was placed aggregated about 202,000 people.

COMPANIES URGED TO REPORT RESUSCITATION CASES

A SPECIAL appeal has been issued to all member companies of the A. G. A. to send to Headquarters reports of successful resuscitation cases performed by employees. All employees of member companies who save a life from gas asphyxiation by the prone pressure method of resuscitation are eligible for the McCarter Medal, one of the most highly prized awards of the gas industry.

A larger number of McCarter Medals are given each year, but the Accident Prevention Committee, which has charge of the awards, is anxious that every company submit applications for every case.

Suitable forms may be had from A. G. A. Headquarters upon request.

Competition for Beal Medal Announced

Technical Section Plans Annual Contest to Open
High Award to All Technical Men

TO encourage initiative in the technical development of the gas industry, the American Gas Association has announced a special contest to be conducted every year for the Beal Medal. This medal, awarded for the first time in 1897, is given by the Beal family for the best technical paper submitted at the annual A. G. A. convention.

A general invitation has been extended to all members of the Association to submit papers on technical subjects. A special subcommittee of the Managing Committee of the Technical Section has been appointed to select the three best papers submitted, and these papers will be given places on the convention program of the Section, thus becoming eligible for the Beal Medal.

The main condition specified for the award of the Beal Medal by the donors has been that the subject shall cover original work on technical developments of fundamental importance to the industry. Of course, this does not exclude new or novel methods of handling existing problems or apparatus, but rather confines the award to the outstanding paper representing a distinct contribution to the progress of the industry.

Development and ideas are confined to no one section of the country, nor are they limited to established committees. The competition for the Beal Medal makes it possible for all interested in the technical phase of the industry to receive the highest honor that the Association can pay its members in this important branch.

The Beal Medal Committee for the



The Beal Medal is the most coveted technical award in the gas industry

coming year consists of the following: O. H. Fogg, President, A. G. A.; W. C. Beckjord, chairman, Technical Section; J. P. Haftenkamp, past Chairman, Technical Section.

The Beal Medal was originally presented by the late W. R. Beal in 1897 for the best paper read at the meetings of the American Gas Light Institute, and the offer was renewed when the American Gas Institute was formed. When the American Gas Association was incorporated in 1919, T. R. Beal generously renewed the offer on behalf of the Beal family, specifying that the medal be awarded for the best technical paper presented at the annual convention of the American Gas Association.

Since provision for the award of the Beal Medal was first made, it has been given to the following:

Henry L. Doherty, A. G. Glasgow, I. N. Knapp, B. H. Spangenberg, H. L. Rice, W. H. Gartley, W. H. Fulweiler, C. J. Ramsburg, H. W. Alrich, L. E. Worthing, C. O. Bond, O. B. Evans, F. W. Steere, E. J. Brady, F. W. Sperr, Jr., Arthur Woodward Warner, and Ralph L. Brown.

Memorial Chimes Hung

THE chimes atop the new building of the Consolidated Gas Company of New York, which are a memorial to the men of the company who lost their lives in the World War, were hung recently.

The bells in the tower will be approximately 400 feet above the ground. They will strike the quarter hours, using the Westminster rhythm.

E. D. Milener Is A. G. A. Industrial Engineer

EUGENE D. MILENER, formerly with the Consolidated Gas Electric Light and Power Company of Baltimore, Md., is now on the staff of the American Gas Association as industrial gas research engineer. He will do special contact work for the Committee on Research in Industrial Gas Utilization.

Mr. Milener is a graduate of Baltimore Polytechnic Institute and University of Maryland. He entered the employ of the Consolidated Gas Electric Light and Power Company of Baltimore in 1910. Since then he has served in a number of departments of the company including merchandise, main extension, general service, house heating and industrial fuel.

In 1915-1916 Mr. Milener ran original tests in Baltimore from which the extensive house heating business of that city has developed and has been actually identified with that phase of the business ever since. At the time of leaving Baltimore he was supervisor of fuel sales.

He has served on a number of committees of the American Gas Association including the managing committee of the Commercial and Industrial Sections and as chairman of the committee that prepared the approval requirements for central house heating gas appliances.

Mr. Milener has written a number of articles on industrial gas and gas house heating.

H. L. Doherty Officials Entertain Newspaper Men

FIFTEEN guests from Kansas, Nebraska, Missouri and Texas newspapers and a dozen or more officials and representatives of Cities Service Gas Company, Gas Service Company and the Kansas City Gas Company made a four-day inspection tour of Cities Service Gas Company's big 20-inch natural gas pipeline, November 13 to 16. The trip extended from the Texas panhandle to Wichita, Kans.

The party, which was supervised by A. J. Foster, Henry L. Doherty & Company, New York; Major T. J. Strickler, vice-president and general manager, Kansas City Gas Company; J. W. Finley, chief counsel, Empire companies; Keith Clevenger, director of Information Service, Empire Companies; N. D. Holman, valuation engineer, Empire Companies, and other representatives of Cities Service companies interested in this big project, left Kansas City, Mo., November 13, traveling over the Santa Fe to Amarillo, Tex.

Virginia is to Have Utility Information Bureau



A. B. Tunis

VIRGINIA is the latest state to join the ranks of those maintaining a committee on public utility information. Headquarters were opened at Richmond on December 15, with Allyn B. Tunis as director. Mr. Tunis also is Secretary of The Public Utilities Association of Virginia, having been elected to that office at the last annual meeting.

Mr. Tunis has had varied experience in publicity work. A native of Maryland, he was educated at the Norfolk (Va.) Academy, and his first work was as a reporter on *The Ledger-Dispatch*, at Norfolk. Later he became city editor of *The Times-Dispatch*, at Richmond; for two years was on the copy-writing staff of Cecil, Barreto & Cecil, Inc., advertising agents of New York and Richmond, and for five years was agent of the Public Relations Department, Chesapeake and Ohio Railway.

He resigned from the copy desk of *The Richmond News Leader* to take up his duties with the Virginia Association and Committee.

Headquarters of the Virginia Association and Information Committee have been opened at 306 Grace Securities Building, Richmond.

A. G. A. Laboratory has Coast Representative



K. H. Flint

ANNOUNCEMENT has been made by R. M. Conner, director of the Testing Laboratory, Cleveland, Ohio, that K. H. Flint, of the Laboratory Staff, is now acting as special representative for the Laboratory on the Pacific Coast. Mr. Flint will remain in the Western part of the country for several months.

In the capacity of special representative, Mr. Flint will handle much important work for the Laboratory.

Mr. Flint has been connected with the Laboratory as inspector for the past year, having been on the staff for two years. He is a graduate of Amherst, '23, and received his master's degree in chemical engineering from M. I. T. in 1925.

"She's Still the Sarah Jane"

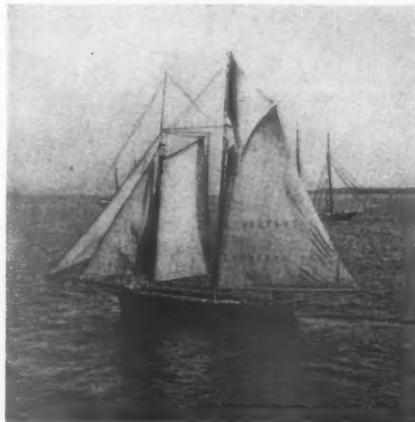
Actual Experiences of the Author Bring Out Amusingly Difference Between Theoretical Depreciation and What Actually Happens

By W. H. BLOOD, JR.
Stone and Webster, Inc., Boston, Mass.

PRACTICE

CRUISING from Boston to the Bay of Fundy, the place where all the fog is made, a yachtsman anchored one night in a small harbor about half way down on the coast of Maine. One goes *down East*, you should know, not *up up as the landlubbs* would have you to believe. A glance at the map will show that the course is down or to the "easterd" as the fishermen say, and *down in Maine* they see things as they are.

After a satisfying dinner of real clam chowder (no tomato), broiled live lobsters (the little fellows) and all the fixings (with everything that means), the yachtsman, whom we will call the Commodore, rowed over to a nearby craft to make a friendly call on the Captain and to absorb a little local color. The boat was an old two-masted schooner, loaded with cordwood; somewhat weatherworn and lacking in paint but apparently sound and serviceable. Pulling alongside, the Commodore, at the invitation of the Captain to "come aboard," climbed over the rail. The sun had set in a blaze of glory behind the Camden hills and a full moon, big as a hay stack, was climbing up into the sky from behind a nearby spruce-covered island. The setting was conducive to conversation, and after the usual formalities—where each hailed from and where they were bound—tongues were unloosed. Having disposed of the weather, past, present and future, national politics, the



league of nations and many other minor questions, the conversation turned to the topic in which both mariners had prime interest—boats.

"Captain," said the Commodore, "this is a pretty old schooner you are sailing on. Any idea how old she is?"

"How old?" he repeated, "Why, the *Sarah Jane* is

nigh on to a hundred year, I reckon!"

"Pretty good condition for her age."

"Sure thing," he replied, "the old 'hooker's' tight as a drum." To which comment the Commodore added "and like Johnnie Walker, still going strong."

The Captain evidently knew what that meant, for he smacked his lips, smiled, as he thought of bygone days, and started in reminiscing:

"You see, it's this way. I've been a sailin' her 'bout all my life and I'm fifty-five come next October—started in when I was sixteen along with my father—God bless his soul—he sailed her all his days, a coastin', and he weren't no spring chicken, neither, when he passed out. His dad, that's my gran'-dad, sailed her afore him. Fact is, my gran'-dad built her down Thomaston way long about 1830, near as my old man could figger—lumber was good them days—air seasoned, none of your baked out lifeless stuff sich as you get now-days."

"Same old ship, and a hundred years old?" queried the Commodore.

"Sure," said he, "Same old hooker."

"Why! I didn't know ship lumber could or would last that long," the yachtsman replied.

"You're right. It can't, and it don't," said the Captain.

"Oh!" said the Commodore, the light breaking on him, "You have replanked her."

"You're darn right," said he, "all the time a-doing that. Soon's one plank gives out, in goes another. Besides that, to my own knowledge, she's been completely replanked at least twict."

"How about the ribs?" asked the visitor.

"The ribs! They was pretty good when they was fust put in but they gin out once awhile and we replace 'em now and then. Fact is, we haul her out every winter, on a moon tide 'long in November and give her sort of a general overhauling when there ain't much of anything else to do.

"Same keel your grand-dad put in, I suppose?" queried the Commodore.

"No, I heard my dad tell of puttin' in a new keel. He said it was a heck of a job but he done it, him and my Uncle Joshua."

"And the deck?"

"Well, that's kind of punky in spots. Reckon it'll go through this season all right. All the same, it's kind of punky. Needs recaulking and a little marine glue wouldn't do it no hurt. This winter I'm a goin' to fix it up a bit if my rheumatiz ain't too bad."

"Is she tight and sound?" queried the Commodore, his interest thoroughly aroused.

"Positively;—she don't leak a drop, and is just as good for my business, lackin' a little paint, as she was the day my gran'-dad launched her, perhaps better in some ways. She's all copper fastened now and she's got a 'Kicker' in her, which comes in right handy when the air gives out."

"Well, Captain! There isn't much of the original boat in her, is there?"

"Original boat! H—l No! Not a stick of the original timber. That's all been re-

placed. But what of it!—She's got the same name, she's still the *Sarah Jane* and believe me, she'll be the *Sarah Jane* just as long as she's fixed up when she needs it."

"You're dead right," said the Commodore.

And the man in the moon smiled in approval.

THEORY

Traveling on a transcontinental train, over the trail once followed by the prairie schooners on their way to the Pacific, the Commodore stopped off at the capital city of one of the so-called middle states. While on pleasure bent, he wished to get a first-hand impression of public regulation of utilities in a state noted for its peculiarities. He satisfied both desires.

After spending a night in the "city hotel" devoid of air but with plenty of temperature, he arose and regaled (sounds good) himself with coffee (so called) and with ham and eggs (the standard breakfast on which chances are reduced to a minimum) and betook himself to the hearing rooms of the Public Service Commission.

The atmosphere of the place was not conducive to fine thinking; stale tobacco smoke, a hang-over from the day previous was very much in evidence; the windows were closed lest some of God's fresh air might bring in with it the noise of a nearby riveting hammer, hard at work. Cuspidors were in abundance and judged by appearances were most popular.

The case of the previous day proceeded. The proprieties of the occasion were observed; everything was orderly and procedure regular; it was a serious business and conducted as such. An engineer representing an aggrieved city was on the witness stand; his examiner was the counsel for a small local electric light company, defendant in the case. The examination took the following course:

Atty.: Take the next turbine, Mr. Witness, it's number 2, isn't it?

Witness: Yes, it is number 2, but the



engineer calls it his "Sarah Jane." He is fond of it and he has painted in gilt letters, "Sarah Jane" on the frame. He says it is "his steady old girl."

Atty.: Did you examine it, and if so, what value did you place on it?

Witness: I saw it, and while it was running all right, I've depreciated it and put my value on it at \$20,085.13

Atty.: Pretty fine work that! I suppose you feel satisfied with your determination? Tell us how you arrived at this valuation, will you please?

Witness: Gladly! You see, this size turbine is worth new \$45,619.90 and it has a life of twenty years; the salvage value at the end of twenty years will be \$3,675.16 so that the average depreciation figures out at 4.5991 per cent per year. My records show that the turbine is nine years, eleven months and thirteen days old and applying my formula, if my slide rule hasn't slipped, I get the present value of \$20,085.13.

Atty.: Oh! I see! Pure mathematics isn't it, worked out with the help of a guessing stick? I suppose you knew that the company had put in a new runner recently which had increased the efficiency six per cent over the original efficiency? I suppose you knew that entailed a new casing which the company supplied? I sup-

pose you knew that as a precautionary measure the company, last year, added twenty-five yards of concrete to the foundation to increase its stability? With the knowledge of all these things do you still say that your figure giving the depreciated value is a fair one?

Witness: Y-e-s—I think so—at any rate it figures out that way.

Atty.: Sure of the thirteen cents?

Witness: Why—yes. Just as sure of that as of the other figures.

Atty.: Exactly so! Mr. Witness, would it surprise you to know, as a matter of fact, that number 2 turbine, or "Sarah Jane," is twenty-two years old? Two years older than you say a turbine can last? It's been a ghost for two years, pretty lively ghost though, for it has been doing more work in the last two years than ever before. It has been carrying a twenty-five per cent overload for an hour or two almost every day and is still doing it right along. Isn't that a pretty good record for a machine that has spent two years in the land of departed spirits? How do you account for this state of affairs, Mr. Witness?

(LONG PAUSE)

Witness: W-e-l-l, that is hard to explain. I never looked at it in that way,—but if they had thrown the machine away

Selling Gas Service to the Architects

Eleven Bulletins on Gas Have Been Distributed to Members of the A. I. A.

By ROBERT B. MAHN

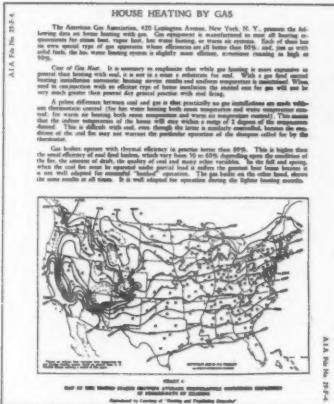
Manager, Architects' and Builders' Service Division, Consolidated Gas Co. of New York

DAILY, throughout the country, important cases involving gas piping and gas equipment are being decided by architects, owners and builders, without benefit of counsel from the local gas company. The gas industry as a whole should certainly know how their interests are affected by these cases and be in position to advise and serve the architects on every piece of new construction in their territories.

Every gas company is identified with the local building market, some intensively, others passively. Yet the main factor in the construction business (one of our most important industries) is the architect and architectural engineer.

Eleven major subjects of gas utilization data have now been received by every architect member of the American Institute of Architects in the United States. These data were prepared by the Architects' and Builders' Service Committee in order to widen the interest and contact of gas company members among architects and architectural engineers.

The bulletins containing gas utilization data were distributed by the Producers' Council affiliated with the American Institute of Architects, and more than four thousand architects and architectural concerns now have these bulletins, and will keep them on file. That is the big point about this media of reaching the architects. The data is made up for the architect, written in the architects' language



One of the gas bulletins issued by the Council

and distributed through the architects' own society.

Having these bulletins in the local architect's office presents a real point of contact for the gas companies', architects' and builders' service department, or those divisions or bureaus coming in contact with the local building field. These data will be found useful to the gas company's architectural service representatives in their work among architects, and I

should suggest that every member gas company utilize these bulletins, which are a part of the 1927 Architects' and Builders' Service Committee Report. To those companies who do not include a service to architect, engineer and builder, though interested in this phase of promotion work,—the 1927 Architects' and Builders' Service Committee have prepared a manual which contains a brief outline for the development of architectural service and promotion work, which will be sent by the A.G.A. upon request.

The need for a positive policy of contact by the gas companies in the architectural field becomes more evident each day, as the development of domestic, industrial and commercial utilization of gas grows. We are rapidly reaching the point throughout the country where every owner of property and every architect representing owners recognize the need for full investigation of the latest ideas and trends of property installation and equipment. To say the least, it is not

economical to ignore this field. Occasional cultivation, when some campaign or drive is on, will not produce the close cooperation of interests so necessary in our business today.

According to a recent analysis made by *Architectural Record* the most important factor in the construction field is the architect and architectural engineer. This fact was determined from a continuous seven-year, job-by-job analysis of more than 700,000 operations made by the F. W. Dodge Company's statistical division.

Whether the property owner contemplates erecting a new structure or altering a present one, he will eventually consult his architect. True enough he might

spend months in looking up and investigating new materials and appliances, but in the final analysis, he relies upon his architect to settle these questions along with the remainder of the construction problems.

Probably the most important promise for the future, in this affiliation between the gas company and the architects, lies in the educational possibilities it affords. Not only in that direct benefit coming from personal contact where each will have better understanding of the other's problems and methods, but also in the direct field of proper utilization of gas.

The following bulletins have been dis-

(Continued on page 32)

New Blue Star Advertising Material Ready

A COMPLETE set of merchandising helps for the Blue Star plan of merchandising can be had free of charge from A. G. A. Headquarters. Eight advertisements, an envelope stuffer and a window card are designed to help companies in the sale of Laboratory approved appliances.

A reproduction of a large-size two-color window card is shown here. In addition, a small envelope stuffer containing the same material has been prepared. A series of eight advertise-



THE SEAL OF DISTINCTION

THIS Company confines its sales of gas ranges, space heaters and water heaters to those bearing the above Blue Star Seal of the Testing Laboratory of the American Gas Association.

This Seal is your guarantee that the appliance conforms to the basic standards of safety, efficiency and durability every gas appliance should meet.

These standards have been established by specialists of the U. S. Bureau of Mines, U. S. Public Health Service, U. S. Bureau of Standards and the American Gas Association.

Demand gas appliances bearing this Blue Star Seal

ments, dealing with various appliances, has also been drawn up, and copy and matrices of advertisements are supplied free of charge.

This new material replaces similar helps released last year.

Order direct from A. G. A. Headquarters, and order early.

Copies of the lists of approved appliances can be had direct from the Testing Laboratory, Cleveland, Ohio.

Electros of the approval seal in various sizes are sold at a nominal price.

The True Meaning of Laboratory Approval

The Blue Star Seal Is a Guarantee That the Appliance
Bearing It Meets Basic Qualifications

By R. M. CONNER

Director, Testing Laboratory, American Gas Association

WHAT does the Laboratory's seal of approval actually mean? It is quite obvious that a number of our gas company men and appliance manufacturers have a mistaken idea concerning it. To begin with, I would like to establish the fact that the Blue Star Seal of Approval is not an emblem or marking indicating the monetary value of an appliance. Many salesmen, however, seem to have used it as such, and, incidentally, this fact has probably done more than any other one thing to bring about the greatest portion of the present misunderstanding regarding its significance.

Predominant in the minds of the men who are largely responsible for establishing the Testing Laboratory was the thought that it should act as a safeguard to the public by eliminating forever from the market all hazardous types of appliances at the earliest possible date. As a careful study will show, all of our various requirements were prepared with this basic principle in mind and are largely in the nature of performance requirements designed to insure safety above all things.

When the Testing Laboratory was established approximately three years ago, it was charged with the accomplishment of four major purposes: (a) Raising the standards of performance and construction of gas appliances; (b) Elimination of hazardous and inferior types of equipment at the earliest possible date; (c) The creation of greater confidence on the part of the gas consuming public in the merits of gas burning equipment; (d) Securing the cooperation of gas companies and dealers in merchandising only



approved types of equipment.

It would be somewhat outside the scope of this article to discuss the Laboratory's accomplishments, although in considering the first item, it is a significant fact that out of the many hundreds of gas ranges and space heaters tested by our establishment, only four were approved on their initial test. This fact seems to indicate that we are actually accomplishing the first assignment as all of these appliances have been corrected and now appear on the approval lists.

There has always been a strong sentiment among our appliance committees for avoiding the adoption of any standard that might eventually restrict inventive genius or initiative. To me, this policy seems basically sound; in fact, I believe we all feel the need, if not the absolute necessity, of encouraging development in the gas appliance business to the greatest possible extent.

Our standards have sometimes been classed as "minimum requirements." I doubt, however, if the word "minimum" really conveys the true meaning. Usually this term is taken to indicate something that is relatively low, while our requirements, in so far as safety is concerned, are high. Our committees have never compromised the matter of safety, and have always imposed large factors of safety not only as they relate to the ability of appliances to meet pressure variations, but also the different kinds of gases. This statement means that, without compensating adjustments, approved appliances must burn manufactured and natural gas satisfactorily when served under reasonable pressure conditions.

The Blue Star signifies that the appliance on which it is placed will operate safely and efficiently under all normal conditions of service. It also indicates that the essential portions of the appliance are of such material, weight and thickness that they will insure reasonable durability. It is in this last statement that most of the misunderstanding exists. Our requirements do not specify enameled oven linings, cast iron frames, oven heat regulators, warming closets, end shelves, or many of the other convenience factors that go to make up a high priced range. In other words, it is possible to purchase what might be characterized as "Ford" ranges or "Cadillacs," both approved, that will function properly although they may be different in many respects. This seems to me as it should be. If a customer on account of his financial condition is compelled to purchase a cheap range, he should be insured safe and economical performance.

Some manufacturers have indicated that the application of our approval standards may have a leveling effect on appliance construction. Analyzing this one thought alone and assuming for the moment that it is true, would it not be much better, from the industry's standpoint, to bring unsafe appliances up to proper standards, even though the effect was to reduce the elaborateness of construction of others, than to continue as in the past? I cannot see that this condition, however, will ever come to pass. The Blue Star Seal of Approval or any other similar mark will never change the inherent characteristics of the buying public. Some purchasers will always insist on the best that there is; others, naturally or by force of circumstances, will be required to purchase on an entirely different basis. This is an economic condition that we will have with us until the end of time.

An analysis of the present situation, therefore, indicates that the difficulty is a matter of faulty application rather than anything basically wrong with our appliance approval plan. Unfortunately, at first,

some salesmen probably used the approval seal as an argument to set forth superior features of construction and pointed out that the Laboratory seal of approval was indicative of this fact; while, as a matter of fact, a careful study of our approval requirements shows that only about ten per cent of them, on an average, refer to features of construction.

Plans for grading approved appliances have been discussed at various times. Procedures of this kind, however, have always met with failure in other industries, for they state in effect that one manufacturer's product is better than the other's. Further, I question seriously if committeemen could ever agree on a set of comparative standards. The more complicated a plan becomes in its operation, the greater are its possibilities of failure. In the last analysis, it seems that we are going far enough. Our present committee policies call for strengthening the requirements from year to year and the Laboratory will insist on a better and better class of workmanship during each succeeding annual inspection.

The proper use of the Blue Star will be brought about through education not only of our own people but of the dealers and the buying public as well. Use of the material prepared by the Publicity and Advertising section and the application of the Blue Star plan being carried out so aggressively by the Commercial Section

(Continued on page 44)



Aviators looking for Scott Field are grateful for the sign painted on the East St. Louis gas holder

Appliance Tests on Admixtures of Natural Gas With Manufactured Gas

By C. C. WINTERSTEIN and K. R. KNAPP
Appliance Laboratory, U. G. I. Contracting Co., Philadelphia, Pa.

THE tests were limited in scope, their sole object being the determination of the practicability of admixing natural gas in two specific situations, herein designated as Situations A and B. Situation A involved the admixing of natural gas with a mixed water and coal gas. Situation B involved the admixing of natural gas with water gas. The problem at hand was to ascertain to what extent admixtures of natural gas could be tolerated without materially affecting the initial appliance adjustments as made for the mixed water and coal gas, or the water gas, which gases will be designated for convenience as the base gases.

GASES USED

The natural gas was from Western Pennsylvania and was shipped to the Laboratory in cylinders compressed to about 250 lbs./sq. in.

The water gas used for these tests was obtained by combining the following three gases in proportions governed by the particular test conditions to be fulfilled and the current heating values of these gases at the time of their use: 1. Carburetted water gas. 2. Blue gas. 3. "Oil" gas.

The oil gas used was not the low gravity gas generally understood by this name, but was a high gravity, high B.t.u. gas used for enriching purposes and consisting of non-condensable vapors from the distillation of crude oil.

The carburetted water, coal and oil gases were taken from work's mains carrying these gases. Blue gas was made from time to time on a small laboratory generator and stored in a holder.

The component and test gases were all prepared prior to each test in calibrated, laboratory holders and careful observations made of their heating values and gravities. In making the heating value

determinations on natural gas, the precaution was observed to use a meter that had previously been saturated with this gas. A number of chemical analyses were also made, and burner consumptions recorded. However, it is proposed here to give only a brief summary of the major results of the investigation and practically all detail is omitted.

FLAME ADJUSTMENTS

The acceptability or inacceptability of a burner adjustment, as judged in these tests, was based upon a visual observation of the flame. No determinations were made for CO in the products of combustion. When deciding upon the suitability of a flame adjustment, it was simply a question as to whether the flame could be classed as falling within the limits of satisfactory adjustment. Expressed in other words, we judged a flame according to the ordinary standards of actual service, allowing a reasonable variation to either side of the generally accepted normal adjustment. It is this permissible toleration in the range of adjustment that makes at all possible the use of substitute gases, as were it necessary to duplicate exactly the base gas adjustment there would be practically no substitute gases—in these particular tests, none.

The initial adjustments on the base gases were such as to give normal rates of B.t.u. delivery for the various burners used, with flame characteristics best adapted to satisfactory operation. Usually a normal flame—intermediate between a very sharply defined, so-called hard flame, and a rather dimly defined, so-called soft flame—provides the best working flame. On some appliances, such as gas irons and certain types of room heaters, a harder flame is used. In a few cases in our tests, the initial adjustments

were purposely made with flames slightly at variance with the best working flame.

APPLIANCES USED

The following appliances were used:
Cabinet and double oven gas ranges.
Tank water heater.
Two types automatic storage water heaters.
Automatic Instantaneous Water Heater.
Two types radiant fire room heaters.
Gas iron.
Large and small reflex lights.

SITUATION A

There were three stages to the tests involving Situation A.

First Stage

The original plan for utilizing natural gas in Situation A called for a determination of appliance performance when using (1) a 15 per cent natural gas admixture and (2) a 28.5 per cent natural gas admixture, with initial burner adjustments made on a mixed water and coal base gas having a nominal heating value of 530 B.t.u. and about 0.68 sp.gr.—the ratio of water gas to coal gas being approximately six to one.

The tests indicated that the 15 per cent natural gas admixture could be accepted, but not the 28.5 per cent admixture.

The composition of one of the several sets of the two natural gas admixtures used in this stage follow:

	15% Natural Gas Admixture	28.5% Natural Gas Admixture
Natural Gas (952) *	% 15	% 28.5
Coal Gas (531)	10	11.5
Carb. Water Gas (423)	75	
Blue Gas (270)		55.0
Oil Gas (1300)		5.0
Heating Value	100	100.0
Specific Gravity	.524	.534
	.639	.712

*The low heating value of the natural gas (952) was attributed to a high compression (850 lbs.) carried in the cylinders first shipped. This probably caused the condensation of part of the ethane. The succeeding tests were made with new samples of natural gas compressed to 250 lbs. per sq.in.

Second Stage

Instead of using just two natural gas admixtures as in the first stage, it was decided to determine instead the limiting percentage of natural gas in a mixture which could be used without appliance readjustment. Mixtures containing respectively 8 per cent, 14 per cent, 20 per cent and 30 per cent of natural gas were prepared. The heating values were kept between the limits of 520 B.t.u. and 550 B.t.u. A definite ratio of coal gas and water gas of one to six was maintained. In order to keep this ratio oil gas was used to enrich the water gas on mixtures containing less than 14 per cent natural gas. In these containing the higher natural gas percentages the water was diluted with blue gas.

The composition of the four mixtures used in this stage are given in the table at the top of page 29.

From the results of the tests it was apparent that a mixture containing as high as 30 per cent natural gas could not be satisfactorily used without a change in burner adjustment, in fact even as high as a 20 per cent natural gas admixture might be expected to prove troublesome.

Third Stage

The results so far showed that a 15 per cent admixture of natural gas with the mixed water and coal gas of Situation A represented a conservative maximum limit, without the need of making changes in burner adjustments. It therefore seemed reasonable to believe that if the appliances were initially adjusted with a new base gas containing 15 per cent natural gas, it might be possible then to tolerate a 15 per cent variation (0 per cent to 30 per cent) in the natural gas content. These limits would include the highest natural gas percentage involved and would also provide for the contingency of a temporary suspension in the natural gas supply.

A complete readjustment of all burners was therefore made and their behavior then determined using three other mix-

	<i>Heating Values</i>	<i>Percentage Volumes</i>		
Natural Gas	1032-35	%	%	%
Coal Gas	524	13	12	20
Carburetted Water Gas	440	74	74	59.5
Oil Gas	1300	5	—	—
Blue Gas	290	—	—	10.5
		100	100	100
Heating Value		525	529	545
Specific Gravity		.655	.668	.654
		—	—	60

tures containing 8 per cent, 22½ per cent and 28½ per cent of natural gas. No trouble was experienced throughout this range.

The composition of four of the mixtures in this stage follow:

	<i>Percentage Volumes</i> (<i>Heating Values in Brackets.</i>)			
Natural Gas	%	%	%	%
	15	8	22.5	28.5
(1040-71)	(1040-71)	(1071)	(1071)	(1042)
Coal Gas	12	13	11.0	11.5
	(524)	(524)	(531)	(510)
Carburetted Water Gas	73	79	66.5	—
	(435)	(460)	(363)	—
Blue Gas	—	—	60.0	—
	100	100	100	100
Heating Value	533	529	527	522
Specific Gravity	.664	.656	.618	.586

Comparatively little importance having been attached to the 0 per cent natural gas mixture (straight mixed water and coal gas) only a limited observation was made thereon with the burners adjusted on the 15 per cent natural gas mixture. A general noticeable hardening of the flame was observed on all burners when using the 0 per cent mixture.

SITUATION B

The plan for utilizing natural gas in Situation B involved the use of this gas as an enricher for blue gas. The base gas in this situation was a 520 B.t.u. -0.64 sp.gr. carburetted water gas. As it was necessary to maintain this approximate heating value it was at once determined that the maximum permissible percentage of natural gas in a mixture with blue gas was 30 per cent.

The first step was to determine whether this 30 per cent mixture could be used

satisfactorily on appliances adjusted on the base gas. The results being negative, the tests then resolved themselves into a determination of the amount of the "30 per cent natural—70 per cent blue" mixture that could be mixed with the 520

carburetted water gas base mixture and still maintain satisfactory service. The following three mixtures were prepared:

- (1) Fifty per cent carburetted water gas—50 per cent natural-blue gas mixture.
- (2) Forty per cent carburetted water gas—60 per cent natural-blue gas mixture.
- (3) Twenty-five per cent carburetted water gas—75 per cent natural-blue gas mixture.

The composition of all four natural

(Continued on page 59)

BINDERS FOR A. G. A. MONTHLY

BINDERS for the A. G. A. MONTHLY may be secured from Headquarters. These binders are of durable construction, stamped front and back in gold. A special binding device makes it possible to insert and remove copies easily. The price is \$1.00 a binder.

Every member should own one. It is the only way in which the file of MONTHLIES can be kept intact.

Newspaper & Magazine Comment Fayorable

THREE has been favorable and interesting comment on the gas industry in the past few weeks.

The *Savings Bank Journal*, December, carries an article entitled, "Gas Industry Expanding Rapidly," which mentions natural and manufactured gas development. House heating, industrial uses, rates, etc., are mentioned, and various figures released by the Association are quoted.

Everyday magazine for November features an editorial on the A. G. A. Testing Laboratory.

In a signed article in the Dec. 12 *Boston Transcript*, F. G. Fassett recommends that New England industries pay attention to the conduct of the gas industry. The article says in part:

"In the present prosperity of the gas companies and in their opportunity for enlarged usefulness is an object lesson for New England. . . . Costly plants were saved because of ingenuity and initiative in devising new means in which gas might be used. In how many cases where business languishes would it be possible to profit by the example of this industry?

Under the heading "Super-Gas-Competitor or Ally," *Electrical World*, for November 26, 1927, considers the development of interconnected gas systems. This was in the form of an editorial which is quoted below:

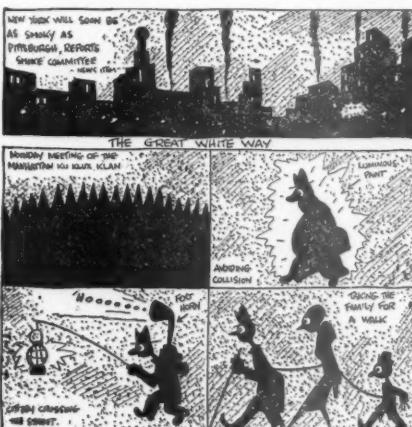
"The manufactured-gas industry proposes to parallel in its own field the so-called super-power system in the electrical industry. The plan involves interconnected plants, long transmission lines, gas pools and a complete service for home heating and cooking and for industrial heating. Such an undertaking is creditable to the gas industry, important for the electrical industry, interesting to bankers and investors and of real concern to the consuming public. Heretofore the manufactured-gas industry has succeeded because of inherent advantages of gas for present services. The industry had no national policy, no aggressive sales program and no leadership which took advantage of possibilities for more economical production and distribution. The manufactured-gas business depends on other fuels for its production; it competes with other fuels and with electricity for its business, and in the manufacturing process it produces by-product fuels which compete with gas in the markets. Yet the leaders of the gas industry, despite these economic and psychological handicaps, propose a business of national scope and character. They are alert to their opportunities.

"What does such a program mean to the

electrical industry? Does it mean a revival of the old-time gas versus electric light competition as applied to industrial heating and ranges? Surely past experiences prove two things. One is that the agency better fitted for the service application will survive; the other is that cooperation beats competition in the development of markets. All industrial heating will not be done with gas nor will all homes use gas ranges. Electric heat fits many applications better than gas and vice versa, and the human element and local conditions will determine whether people will use the gas or the electric range. The point is that there is an unexploited market for both electric and gas service. Either can better existing conditions in industry and in the homes and both will gain by a cooperative development of the markets. For one application that is competitive there should be many that are not. The development of existing opportunities will bring about new ideas and new possibilities for both services.

"Constructive efforts to expand any service will bring rewards to all industries, and the electrical industry should welcome an awakening of the gas industry. Cooperation, the adoption of sound sales policies, friendly rivalry for market exploitation and full recognition of the big opportunities for better business for both industries constitute a basic program for action. Superpower and super-gas should march as allies to conquer their markets."

It Won't Be Long Now By Haenigsen



The New York Evening World takes up the fight against smoke



J. B. Allington



J. P. Leinroth



H. C. Palmer



R. B. Burr

© Blank & Stoller
N. T. Sellman© Blank & Stoller
F. J. Rutledge

D. W. Chapman



J. W. Batten



C. W. Berghorn



J. F. Quinn

Leaders in Industrial Gas Research

Members of Special A. G. A. Committee

THE A. G. A. Committee on Research in Industrial Gas Utilization is composed of the following members:

F. J. Rutledge, chairman, The United Gas Improvement Co., Philadelphia, Pa.

C. W. Berghorn, Secretary, A. G. A. Headquarters.

J. B. Allington, Rochester Gas and Electric Corp., Rochester, N. Y.

J. W. Batten, Detroit City Gas Co., Detroit, Mich.

R. B. Burr, Logan Gas Co., Columbus, Ohio.

D. W. Chapman, The Peoples Gas Light and Coke Co., Chicago, Ill.

J. P. Leinroth, The Public Service Electric and Gas Co., Newark, N. J.

J. F. Quinn, The Brooklyn Union Gas Co., Brooklyn, N. Y.

N. T. Sellman, Consolidated Gas Co. of New York, N. Y.

H. C. Palmer, Iroquois Gas Corp., Buffalo, N. Y.

This is a General Committee, and has charge of the \$500,000 industrial research fund.

Industrial Gas Sales

Council Formed in N. Y.

LAST May a number of the leaders of the industrial divisions of the gas companies in the metropolitan district of New York proposed the formation of a local discussion group to be known as the Metropolitan Industrial Gas Sales Council. This Association is to fill the long felt want of an informal exchange of ideas between the various metropolitan gas companies. The purpose of the council is to interchange sales and service ideas and experiences. The work of this group is planned in such a manner as to permit free and wide discussion of the following:

1. The actual work of the industrial salesman or industrial engineer in meeting and solving his problems.
2. Successful conversions of industrial processes to gas fuel.
3. Results of newspaper advertising and lectures.
4. Installations and their problems.
5. Maintenance of existing gas appliances in use on the consumers' premises.

To date five very interesting meetings have been held under the direction of the chairman, A. J. Peters, assistant general sales manager of the Consolidated Gas Company of New York, N. Y.

The companies represented in the Metropolitan Gas Sales Council are:

1. Brooklyn Borough Gas Company.
2. The Brooklyn Union Gas Company.
3. Consolidated Gas Company of New York, N. Y.
4. Kings County Lighting Company.
5. New York and Richmond Gas Company.
6. The Public Service Electric and Gas Company, Newark, N. J.
7. Westchester Lighting Company.

HAYES' SPEECH PRINTED IN PAMPHLET

THE address of Henry R. Hayes, President of the Investment Bankers Association of America, before the American Gas Association convention at Chicago, Ill., has been reprinted in pamphlet form for general distribution. The title of this is "The Financial Stability of the Utility Industry."

Sample copies may be had from A. G. A. Headquarters upon request.

Peoples Co. to Purchase Coke Oven and Gas Plant

THE Peoples Gas Light & Coke Co. will soon purchase the coke oven and water gas plant now owned by the Chicago By-Product Company. This plant was constructed by the Koppers Company in 1920-1921 under a contract with the Peoples Gas Company.

It is expected that the plant will be taken over about February 1, 1928.

Selling Gas Service

(Continued from page 24)

tributed to every member of the American Institute of Architects:

Data for Estimating Hot Water Requirements and Size of Gas Equipment for Storage Systems; Estimating Hot Water Heater Sizes for Loft and Office Buildings; Gas Piping and Flues; Gas Ranges or Cooking Stoves; House Heating by Gas; Gas Heat; Gas Refrigerators (two bulletins); Data on Gas Heated Domestic Clothes Dryers; Domestic Gas-Fired Incineration; Gas Safety Code Is Made Permanent American Standard.



Airplane view of the new Geo. D. Roper plant, Rockford, Ill.

Can the Oven Heat Control be a Load Builder?

Suggesting That It Can Be, if the Proper Steps Are Taken by the Gas Company

By J. L. FARRELL

The Public Service Electric & Gas Co., Newark, N. J.

A SURVEY of ledger accounts was made for about 2,000 customers who had substituted a regulator range for non-regulator type. This tabulation shows us that through the use of the regulator we obtained the following:

About 10 per cent of the customers showed a small decrease.

About 75 per cent of the customers showed normal.

About 15 per cent of the customers showed a worth-while increase ranging from 10 per cent to 20 per cent.

Viewing a regulator usage mechanically or mathematically if you will, we will find that for identical usage covering a range of cooking from long-hour low temperature to long-hour high temperature the consumption has decreased rather than increased due to better heat control and as a result lower radiation losses. I believe this point is granted, and as a matter of fact this economy feature is frequently offered as a sales point. A further analysis was made of a small portion of the accounts and it follows very closely that those accounts showing increases were customers who were interested in the possibilities of the regulator in so far as usage for varied cooking and canning operations was concerned. The majority of users, however, while pleased, had not taken advantage of all of the possibilities of the regulator and in so far as we could judge, had not increased range usage to any appreciable extent.

This cross section of regulator range users could be taken as a criterion for the bulk and without interposing any theory and attempting to be as brief as possible, it would appear that the only real advantage in the way of increased gas sales which the gas industry could

expect must result through the introduction of additional home cooking made possible by the regulator.

From the figures available, it would appear that this increased cooking has happened in about 15 per cent of the ranges sold. In the balance, or 85 per cent, we are confronted by the fact that we will not increase gas consumption for cooking purposes with regulator ranges unless we can encourage additional preparation of foods at the home kitchen. From this point forward we will talk about the 85 per cent. The pertinent question is to find a more definite means to insure the increased usage through regulator ranges and if possible to increase the percentage of regulator range sales. Perhaps these two accomplishments are inseparable or, in other words, it is possible that the surest way to increase cooking consumption is through the sale and use of regulator ranges.

Let us digress for the moment. Why are we primarily concerned with increasing cooking gas usage? Briefly, the gas industry lost the lighting load with the popular advent of electricity. A goodly portion of the auxiliary heating load is being cared for by electricity, and much of the laundry load has disappeared; the washing machine having obviated the necessity for boiling clothes where washing is done at home, and the increased patronage of commercial laundries taking a large portion.

It recovered somewhat by selling gas for water heating. Residence yearly consumption is again on the decrease. Why? Cooking load is dwindling. What is the cause? For the past few years manufacturers of prepared foods have forged ahead at a rapid pace. Factory-

prepared foods have definitely taken from us a goodly portion of cooking gas load. By what means did the food factory man accomplish this? He carried on a plan of promotion and advertising which made direct appeal to outstanding desires of the public; viz., sanitation, time-saving, scientific and standard preparation of foods.

That this definite plan delivered the results to him cannot be questioned, and the direct result of his efforts has already been reflected in gas loads. It is not wise to assume that the limit in the use of factory-prepared foods has been reached or that additional articles will not appear in the near future. It is entirely reasonable to expect further inroads on the cooking load through increased business for the prepared food manufacturer. As a consequence, we are confronted with a problem, solution of which cannot be made overnight, but rather will require some definite and consistent work on our part for its answer.

The general trend of the day has an effect which must be recognized. Increased social activities of the housewife are taking more time than was necessary a decade ago. Labor-saving devices of all characters are leading her to seek easier methods in all home duties. Every man senses this situation and realizes that it would be difficult to attempt a direct change from the situation of today and reverse conditions to those of a few years back. It couldn't be done.

The brass tacks of the situation are: We have lost a goodly portion of our cooking load and bid fair to lose some more unless we, as an industry, can find some method to induce greater than present home cooking. What advantages can we use and how can we use them?

We know that in every individual there is pride of accomplishment and in every normal housewife this is somewhat emphasized in her cooking abilities. In many cases today this pride

might be termed latent or inactive pride because the prepared food manufacturer has made it so easy for a non-exercise of this pride. Nevertheless, it is there, inherent, and we can do a good job, both for the housewife and for the gas company, by awakening this human trait. You can guarantee a good job when heat regulator is employed. Then, too, there is in every individual a real desire for freshly prepared foods, especially home-cooked foods. That there is a certain wholesomeness in taste in successful home cooking and freshly prepared foods is unquestionable. It is not unreasonable for this fact to be consistently placed before the food consumer.

When we can offer a service that will provide a certain and scientific preparation of freshly prepared foods, removing all fear of cookery failure and demanding a minimum of attention and time, we are in a good position to appeal to the gastronomic senses of the family and encourage a demand for home kitchen preparations. We have something very definite to offer in this heat regulator: It assures against failure; it permits of preparation of more palatable food, and it operates so that the housewife can justify her pride in her cooking abilities.

If you accept the foregoing statements, it seems reasonable and correct to pursue a policy of promotion and advertising which will produce: First, an awakening of the housewife's pride in her cooking abilities; second, it will prove the means by which this accomplishment can be secured; and third, it will direct the program to gastronomics and economies of home-cooked foods. Also, there is present at the moment a developing interest in balanced diets, and while the balanced diet can come out of a can, it can also be prepared in the home kitchen and the industry which does most toward informing the housewife on this question of balanced diets and assists her in her determinations

will be the industry to realize the greatest profit.

What concrete methods can we employ to encourage home cooking? Whatever we do must be a persistent effort and continuous—so cost must be a factor.

One inexpensive and definite program would be the delivery of a recipe—card index size—each month for some food preparation. A persistent work of this character would develop some home cooking. The regulator range and its possibilities could be mentioned in these recipes. These recipes could also be enclosed in all mailings.

That a continual bombardment of recipes will produce some cooking load is obvious. The thought is not new, and you will find every manufacturer of foods enclosing recipes to increase sales of his articles. This is simply the same fundamental idea applied to the gas business.

A second step would be a program of broadcasting by a nationally known expert through prominent broadcasting stations under the auspices of the American Gas Association. Several companies, including my own, are broadcasting regularly and showing some results, but the stations used are not among the best known and the broadcasters are girls who do the work as incidental to home service.

Talks should be designed to develop gastronomic demands and cookery pride. The health benefits to be obtained by balanced diets prepared in the home could be stressed in these talks. Definite advantages covering the heat regulator could be used. If costs of this work were spread through the American Gas Association, talent and stations used could be of high calibre and unit cost would not assume any startling proportions.

Third: National advertising under A. G. A. auspices, similar to the "Save the Surface" campaign, emphasizing the appeal to human traits heretofore men-



The control needs home service

tioned and furthering the usage of regulator ranges and emphasizing ease of cooking through their use, canning during the proper seasons, etc.

As I view the present promotion and advertising both by gas industry and range manufacturer, it is carried on under the assumption that there is no need for encouragement of additional home cooking and further that the average housewife is thoroughly familiar with the full advantages of the heat regulator. Little is said actually to create a demand for this heat regulator by creating gastronomic desires or increasing the housewife's efficiency in the preparation of better foods more economically. Actual and close contact with the retail market leads the writer to believe that advertising could be directed along these lines with better profit to both manufacturer and gas company.

Fourth: Clever writers, such as Floyd W. Parsons, could make the subject of home cooking sufficiently scientific to interest the men and surround it with ample romance to appeal to the women.

Fifth: The home service department can accept a much more definite part in this program than they occupy at the moment. They may need expansion and they certainly need more definite attention from management. This work has gone along rather indefinitely, if you

will permit me to say so, obtaining a lecture here and there, but only reaching in a spotty fashion.

The larger percentage of housewives do not belong to women's clubs or similar organizations. Management must arrange that they work along definite lines and cover all consumers rather than selected groups, neglecting a great portion of consumers. This activity, while largely a local problem for each manager, is possible of solution. For instance, in my own case, the area served is rather sharply divided socially and also divided on food methods. What would appeal to one section would not produce results in another. To spend money on home activities economically would mean that group work in different parts of this area would produce the desired result and also would permit lectures which would be of direct interest to the group addressed. Where facilities are available, definite groups can be invited to commercial offices.

The foregoing rather briefly describes a condition and attempts some effort at solution. Our analysis showed 15 per cent of regulator range customers showing increase in gas usage, and the fur-

ther survey indicates that the increase obtained only in cases where interest in the possibilities of the regulator had been fully aroused. This 15 per cent, however, does indicate that the manufacturer has furnished an article with which to work. The balance, or 85 per cent, further indicates that the regulator alone will not furnish the entire solution to our problem, and that the gas industry must accept equal or greater responsibility in the development of proper usage of the regulator.

As a matter of fact, the gas industry has the greater profit in these transactions. It, therefore, follows that any promotion work carried on in the heat

(Continued on page 58)

Consolidated Honors

McCarter Medal Winners

ADINNER was given December 1st by Consolidated Gas Company of New York and affiliated gas companies, to honor the employees who were awarded the McCarter medal for the successful application of the prone pressure method of resuscitation at the convention of the American Gas Association.

Geo. B. Cortelyou, President, presided.

Thomas N. McCarter, donor of the medal, made the presentation.



McCarter Medal Winners, left to right: H. J. McMahon; J. M. Rapp; Gustave Brown; S. J. Nethercott; Angelo Passero; Thomas Keane; W. F. Price; J. F. McManus; T. N. McCarter, President of the Public Service Corporation of New Jersey; Paul Schram; C. D. Koehler; George B. Cortelyou, President of the Consolidated Gas Company of N. Y.; Thomas LaGruita; William Grattan; J. R. Natterer; Joseph Leyh.



Editorial



Every Member Get a Member

By *ALEXANDER FORWARD*

Managing Director

AT this writing the Association is engaged in a campaign to increase the roster of individual members. Material enclosed with this issue of the MONTHLY is self-explanatory; the American Gas Association is out to sell itself to more individual gas men. It is doing this selling by means of the best salesmen in the industry, those who are individual members today.

Our present members are our only testimony. Upon their verdict we stand or fall. If they feel that they have profited by their membership, they will tell others, and tell them in a way that leaves nothing to the imagination. That is why the officers and directors of the Association are confident that the Every Member Get a Member campaign will be a success.

The American Gas Association tries to be as useful to its members as it can be. Trade associations are recognized today as indispensable organizations in the complex fabric of our business regime. We do not intend to labor the point that trade associations are vital. Nor do we intend to expound at length on the value of the A. G. A. The significant fact is that the Association has convinced many gas men that individual membership is a paying proposition for them. We now ask them to pass the word along to their fellow workmen in the industry.

Many of our member gas companies are careful to encourage the maximum possible number of individual memberships within their ranks. In this way they see that their men and women employees keep step with the advancement of the industry, with the thoughts of its leaders, and with the work of its important committees.

The Association makes no profit from its individual members since their dues are consumed in the cost of the service rendered. We shall, however, be strengthened by the membership and counsel of a large body of gas men.

A leading executive has expressed the value of A. G. A. membership as follows: "We want our people to be members of the American Gas Association. Apart from the fact that they become more efficient, it helps wonderfully in company spirit."

Our claims are based on what our present members think of us. The officers and directors of the Association expect that every member will be successful in getting a member, because every member today realizes just what being an American Gas Association member has meant to him, his job, and his company.

Get that new member—and get him now!

TIDE OF MEN AND AFFAIRS



R. G. Porter

Mr. Porter, who was born in Reading, Massachusetts, May 14, 1879, received his education in the junior and preparatory schools in Trenton, New Jersey, and Manlius, New York, and after graduating from Princeton University, he studied gas engineering for two years in a technical college in Munich, Germany.

Prior to entering the employ of the Philadelphia Suburban Gas & Electric Company, he worked in the gas department of the Ritter-Conley Company, Pittsburgh, as cadet engineer, resident engineer on works construction, and assistant manager of erection. Later he was engineer of manufacture for the Rockford Gas Light & Coke Company, Rockford, Illinois. In 1918 he accepted the position at Chester, which he held until December 1, 1927, when he resigned to fill a chair in gas engineering at Purdue University.

He was a member of the American Gas Association, Franklin Institute, Princeton Engineering Association, Swarthmore Business and Civic Association, etc.

He is survived by his wife and one daughter.

NICHOLAS G. CAPUTI, with the Salem Gas Light Co. for the past four years in engineering and executive capacities, was recently appointed assistant gas engineer of Charles H. Tenney & Company of Boston. Mr. Caputi spent several years with the Providence Gas Co. and the Pawtucket Gas Co. After this he became connected with the Grand Rapids, Mich., Gas Light Co., serving as general superintendent for a number of years.

Four years ago he joined the Salem Gas Light Co. Soon after the Tenney Co. purchased the Salem Gas Light Co., Mr. Caputi conducted special gas investigations for the parent company, after which followed the recent appointment.

THE sudden death of Roland G. Porter, until very recently superintendent of production of the Delaware Division, Philadelphia Suburban-Counties Gas & Electric Co., came as a shock to his many friends in the gas industry. His death was due to heart disease, and the fatal seizure occurred at his home in Swarthmore on December 7.

DAN H. LEVAN has been appointed assistant manager of the Savannah Gas Co., Savannah, Ga. He has been superintendent.

As assistant manager he will, in addition to the duties he now has in connection with construction and distribution, have a widened field covering the accounting and selling departments.

Mr. Levan, whose home was originally in Reading, Pa., has been with the United Gas Improvement Company, of Philadelphia, or its subsidiaries, for the past fifteen years. For the last seven years he has been with the company at Savannah.

ANNOUNCEMENT has been made that R. L. Marchant, division accounting manager of the Central Hudson Gas and Electric Corporation at Kingston, N. Y., has been transferred to the general office of the corporation at Poughkeepsie, N. Y., to take up the duties of general office manager.

Mr. Marchant has been connected with the Kingston Gas & Electric Company, now the Kingston Division of the Central Hudson Gas & Electric Corporation for a number of years in an executive capacity.

H. L. Kirchner of the Kingston office will succeed Mr. Marchant as division accounting manager.



M. H. North

ANNOUNCEMENT has been made that M. Harlow North, formerly assistant advertising manager of the Fall River Gas Works Company, Fall River, Mass., has been appointed advertising manager.

Mr. North has been with the Fall River Gas Works Company for the past two years. Prior to

that he was with the Truckee River Power

Company of Reno, Nevada.

Both the Fall River Gas Works Company and the Truckee River Power Company are under the executive management of Stone and Webster, Inc.

FREDERIC H. HILL, vice-president and general manager of the Elmira Water, Light & Railroad Company, Elmira, N. Y., is president of the Wisner Park Corporation formed to build and lease a new \$1,140,000 hotel in the city of Elmira. Mr. Hill is also president of the Association of Commerce and as such is cooperating with the former head of the association in raising a substantial part of the fund locally through the sale of bonds.

WILLIAM H. HODGE, vice-president and manager, sales and advertising department, Bylesby Engineering and Management Corporation, Chicago, Ill., announces the appointment of J. W. Devereaux as manager, merchandise division; T. P. Pfeiffer, manager, advertising division; J. F. Gardiner, manager, financial advertising; and J. W. Hicks, editor, Bylesby publications.

Mr. Devereaux, who will supervise merchandising activities at all properties under the direction of Bylesby Engineering and Management Corporation, has been connected with the operating department of the Bylesby organization for the past sixteen years.

Mr. Pfeiffer, who will supervise the advertising of Bylesby Engineering and Management Corporation and the companies operating under its direction, has been in the advertising department since 1922, and prior to that time was with the Louisville Gas and Electric Company for eight years.

Mr. Gardiner, who will be in charge of financial advertising for H. M. Bylesby and Company, has been a member of the advertising department since 1922. For eight years previous he was an editor or financial writer for a number of the leading newspapers of the Middle West.

Mr. Hicks, who for the last two years has been managing editor of *Bylesby Management*, also will edit the *Bylesby News Bulletin* and *Bylesby Monthly News*. For ten years prior to 1925, when he joined the Bylesby organization, he was engaged in newspaper work in the Middle West and on the Pacific Coast.

G. M. HOWSMAN, formerly with the Birmingham Stove and Range Co., Birmingham, Ala., is now connected with the Estate Stove Co., Hamilton, Ohio.



R. A. Sovik

Before going to Waterbury he was merchandising manager, Central Hudson Gas and Electric Corporation, Poughkeepsie, N. Y.



R. T. Haslam

ROBERT T. HASLAM, formerly professor of chemical engineering at the Massachusetts Institute of Technology, and in charge of its courses in gas and fuel engineering, resigned from the Institute's faculty, effective November 1, to become a member of the executive staff of the Standard Oil Development Company, 26 Broadway, New York.

Professor Haslam is best known in the heating and ventilating industry as the joint author with R. T. Russell of "Fuels and Their Combustion," and is a recognized authority in his present field.

For some time past, Professor Haslam has acted as a technical consultant and adviser on research and development projects for the Standard Oil Company of New Jersey and affiliated companies. The demands made upon him by the Standard Oil Company have become so great that conditions are now reversed and Professor Haslam is devoting the major part of his time to the research and development work of this organization and will act in an advisory capacity to M. I. T.

BERNARD J. MULLANEY, vice-president of The Peoples Gas Light and Coke Co., Chicago, Ill., and vice-president of the American Gas Association, has been elected president of the Chicago Safety Council.

W. E. CONKLIN, commercial manager of the Newburgh, N. Y., division of the Central Hudson Gas & Electric Corporation for the past year and a half, has been assigned to the headquarters staff at Poughkeepsie to undertake studies of special projects for the management.

Mr. Conklin was for a number of years manager of the Beacon office of the Central Hudson Gas & Electric Corporation.

ROBERT WHYTE, who has been associated with the Pittsburgh Piping and Equipment Co., and the American Foundry and Construction Co., is now with the sales organization of the Pittsburgh Valve, Foundry and Construction Co., located at Pittsburgh, Pa.

CHARLES F. HENDERSON, operating engineer, the Toledo Edison Co., Toledo, Ohio, is now with the Niagara Falls Gas and Electric Co., Niagara Falls, N. Y.



J. J. Winn, Jr.

THE appointment of John J. Winn, Jr., to the position of sales manager of the Fall River Gas Works Company, Fall River, Mass., was announced recently by C. C. Curtis, vice-president and manager.

Mr. Winn was first identified with the gas industry in 1923 when he organized and developed the industrial department of the Haverhill Gas

Light Company, of Haverhill, Mass., stressing particularly gas house heating which was at that time a new development in New England.

In August, 1925, Mr. Winn took charge of the industrial department of the Fall River Gas Works Company as chief industrial service engineer. This position he occupied until his appointment as sales manager.

WILLIAM H. MATLACK, sales manager of the Illinois Power and Light Corporation, has been made chairman of the publicity committee of the East St. Louis Lions Club and Chairman of the Advertising and Publicity Committee of the Community Chest Association of the East St. Louis Chamber of Commerce.

WILLIAM J. NORTON, engineer, has organized a company to specialize in utility and industrial financing under the firm name of Norton & Company, with offices in New York. Not many years ago Mr. Norton served as first assistant secretary of the Public Service Commission of New York, First District, and later became rate engineer of the Commonwealth Edison Company, Chicago.

GEORGE H. WILMARATH has been appointed chief operating engineer of the Northern States Power Company with offices in Minneapolis, and Harold L. Geisse has been made manager of the Wisconsin division, with offices in Eau Claire. Mr. Wilmarath succeeds M. L. Hibbard, resigned, and Mr. Geisse succeeds Mr. Wilmarath.

Mr. Wilmarath has been connected with the Bylesby organization since 1910, when he became general superintendent of the Red River Power Company of Grand Forks, North Dakota, now a division of Northern States Power Company. In 1912 he became manager of the Sapulpa division of Oklahoma Gas and Electric Company, and in 1918 was transferred to the Muskogee division, where he remained until resuming his connection with the Northern States Power Company in 1923.

Mr. Geisse, in addition to his duties as manager of the Wisconsin division of Northern States Power Company, will continue as general manager of the Wisconsin Valley Electric Company and affiliated companies, with headquarters at Wausau, which position he has occupied since 1921. The properties of Wisconsin Valley Electric Company were recently acquired for the Standard Gas and Electric Company system. Mr. Geisse was born in Chilton, Wisconsin, and graduated from the University of Wisconsin in 1907. He has had wide and varied experience in public utility affairs, having been employed with the San Antonio Public Service Company in the traction operating department, and later serving with the Insull organization in Chicago. He also served as statistician and secretary with the Wisconsin Railroad Commission.



Hugh Doak

HUGH DOAK, editor of the *Manchester Times* and State vice-president of the National Editorial Association, has been appointed assistant director of the Tennessee Public Utility Information Bureau, according to announcement by Guy P. Newbern, Director.

Mr. Doak is a newspaper man with more than twenty years' experience, having started his newspaper career on the Cannon Courier, Woodbury, Tenn., in 1905. He will retain his newspaper interest as owner and editor of the *Manchester Times*, in addition to his new duties.

CHARLES W. AMIDON, who has been vice-president and general manager of the Central Power Company, Grand Island, Neb., has been elected president of that utility. Previous to transferring his interests to Nebraska in 1926, Mr. Amidon spent twelve years with the Central Illinois Public Service Company.

Affiliating himself with the Illinois utility in 1912 as superintendent, he was appointed three years later as division engineer. Following his discharge after two years' military service he again affiliated himself with the Central Illinois Public Service Company. It was not long before he was promoted from the position of chief clerk of one division to be a division manager. This position he left to become vice-president and general manager of the Central Power Company.

Affiliated Association Activities

Wisconsin Utilities Association

CHAIRMAN A. A. Schuetz announces that the Gas Section Convention will be held in Madison, Wisconsin, sometime during February. The exact date and plans will be announced later.

Eastern States Gas Conference

THE annual conference will be held in Newark, N. J., April 5th and 6th according to an announcement by President H. H. Newman. This gathering always attracts a large number of gas men from Pennsylvania, New Jersey, New York and Maryland, and is characterized by programs designed particularly for the men who did not attend the national convention.

Conference of Utility Association Secretaries

THE national conference of public utility association secretaries held in Oklahoma City, Okla., December 5, 6 and 7, gave the secretaries their annual opportunity to discuss ways and means of handling association work.

The President, John N. Cadby of the Wisconsin Utilities Association, skillfully confined the discussion to reasonable limits so that a lengthy program was well covered.

E. F. McKay of the Oklahoma Utilities Association was elected President, and O. E. Weller of Denver, secretary of the Conference for the coming year. It was voted to hold the 1928 Conference in New York City, December 3, 4 and 5.

Empire State Gas & Electric Association

THE Accounting Section of this Association will hold a meeting in Briarcliff, N. Y., May 10 and 11.

The time previously announced for the annual meeting of the Gas Section was an error. The meeting will be held at Briarcliff, New York, sometime in April. The exact dates will be announced.

New Jersey Gas Association

AT the annual meeting to be held in the Stacey Treat Hotel, Trenton, N. J., on January 25 the following papers will be presented: "Low Temperature Carbonization," "Practical Application of a Scientific Rate Schedule," "House Heating and the Use of Industrial Fuel," "Practical Aspects of Dehydration of Gas and Removal of Naphthalene and Gummy Constituents by Scrubbing," and "Increasing the Use of Gas in the Home."

Ample time is being allowed for full discussion of these subjects.

Michigan Gas Association

SECRETARY A. G. Schroeder announces the 1928 convention of his Association will be held at the Grand Hotel, Mackinac Island, Michigan, July 5, 6 and 7.

Pacific Coast Gas Association

AT a recent meeting of the Board of Directors it was decided to hold the Southern Regional Conference on February 23 and 24.

New England Gas Association

THE following Divisional Meetings of this Association have been announced by Secretary E. A. Taylor to be held in Boston, January 13.

Manufacturers Division, luncheon meeting 12:30 p. m. at the Statler Hotel; Industrial Division, auditorium of Boston Consolidated Gas Building, 2:30 p. m., at which a paper on "Regeneration and Recuperation" will be presented by George Schwedersky of the Providence Gas Company; and the Sales Division will hold a special home service meeting in the auditorium of the Boston Consolidated Gas Building to which home service workers and women guests are invited.

President William Gould is supervising the preparation of the program for the annual meeting of the New England Gas Association to be held at the Hotel Statler, Boston, February 15 and 16.

More than 200 members gathered in Providence on December 2 and 3 to attend the sixth meeting the Operating Division has held since its formation two years ago. The meeting opened with a dinner at the Turks Head Club, at which a number of ladies who accompanied the delegates to Providence were present.

F. C. Freeman, vice-president and engineer, Providence Gas Company, pointed out the unusual opportunity the Association, with its five divisions, gives members.

After the dinner a business session was held with Chairman A. H. Scott of New Britain presiding.

The Nominating Committee consisting of H. E. White, Bridgeport; and R. Lindsey, New Bedford, announced the selection of the following officers: Chairman, H. Vittinghoff, of Boston; Directors, I. T. Haddock of Cambridge, A. S. Hall of Springfield, F. M. Goodwin of Boston and H. G. Taylor of Lawrence. These men will assume office in February.

R. L. Fletcher, engineer of manufacture, and L. E. Knowlton, assistant engineer of manufacture, of the Providence Gas Company, provided the feature of the evening by taking the

audience on an imaginary tour of the Providence company's manufacturing plant.

A. S. Hall, Springfield, and R. H. Patterson, North Adams, told of the damage done by the recent flood in their communities and described how their manufacturing plants and distribution systems were affected.

During the business meeting the ladies were entertained at a bridge party by members of the Home Service Department of the Providence Gas Company, with Miss K. Atkinson, director, as hostess.

Saturday morning, December 3rd, the gas men made an inspection tour of the local distribution station and gas works. The new coke handling plant, recently put into operation, at the gas plant, received considerable attention.

The local committee of arrangements consisted of R. L. Fletcher, engineer of manufacture, and E. S. Umstead, engineer of distribution, of the Providence Gas Company.

MANUFACTURERS MEET AT THE STATLER

The Manufacturers Division held a very successful luncheon meeting at the Hotel Statler in Boston on December 10, about 40 being present.

Chairman M. E. Abbott, of Taunton, presided, with J. H. McPherson, of Boston, as secretary. This Division will hold luncheon meetings each month, on the same day the Sales and Industrial Divisions meet.

Several gas men had been invited to give the manufacturers advice as to how they could better serve the New England companies. President Gould suggested that the Manufacturers Division might aid in introducing the idea of quotas for appliance sales in gas companies where quotas are not used at present. The following committee was appointed to make a survey of New England to determine how many gas companies are using quotas and with what results: A. M. Slattery; Hoffman Heater Co.; G. P. Velte; Geo. M. Clark Co.; G. T. Fisher, General Gas Light Co.; and J. D. Taylor, Walker & Pratt Mfg. Co.

M. B. Webber, Governor of the Sales Division, offered as his suggestion that a committee of manufacturers be appointed to cooperate with a committee recently formed in the Sales Division for the purpose of conducting a survey of the potential markets in New England for gas house heating, incineration, water heating, refrigeration, ranges, garage heaters, room heaters and other appliances. The committee appointed comprises: G. D. Yeaton, Industrial Appliance Co.; J. W. Geddes, Ruud Mfg. Co.; and R. B. Wright, Glenwood Range Co.

Eighty Industrial gas men were present at the second meeting of the Industrial Division, held in the auditorium of the Boston Consoli-

dated Gas Company Building, December 9. E. W. Berchtold of Boston presided, with L. E. Wagner of Providence as secretary.

The feature of the meeting was an exceptionally fine paper on "Volume Water Heating," presented by A. M. Apman of the Consolidated Gas Co. of New York. T. S. McCoy, of the Powers Regulator Co., gave an illustrated talk on "Hot Water Regulation."

The Sales Division met in the Boston Chamber of Commerce Building, on Friday evening, December 9th, with more than 200 present.

M. E. Abbott, chairman of the recently formed Manufacturers Division, gave assurance that the manufacturers are ready and willing to cooperate in every way possible to increase gas output.

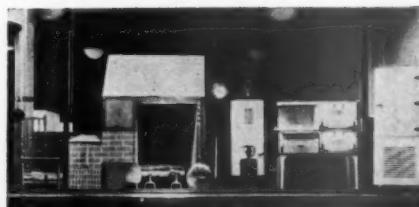
The mystery which had been promised for the meeting was four papers, prepared and submitted unsigned, two by prominent manufacturers and two by prominent gas company sales managers, each side giving its frank opinion of what the other might do to better its sales. The manufacturers' papers were read by J. J. Winn, Fall River, and H. A. Alward, Charlestown, and the papers written by the gas men were read by A. M. Slattery, Hoffman Heater Company, and J. D. Taylor, Walker & Pratt Mfg. Company.

C. W. Williams, National Refrigerating Company, R. F. Holbrook, Eastern Advertising Company, and J. E. Berley, representing two radio broadcasting stations, outlined the advantages of different forms of cooperative advertising.

The Accounting Division met at Providence on December 2, with about 40 present. Chairman W. A. Doering of Boston presided, with Otto Price of Boston as Secretary.

"Credit and Collection Policies," was presented by T. R. Clayton, Providence Gas Company. This paper was based on the answers received from questionnaires recently sent to New England companies to determine their policies on credits and collections.

G. W. Culver, of the North Adams Gas Light Company, delivered a paper on "Storehouse Procedure."



Historical window of Beverly, Mass., Gas & Elec. Co., features water heating methods of 1720 and 1928

NATURAL GAS DEPARTMENT

N. C. McGOWEN, Chairman

S. W. MEALS, Vice-Chairman

Special Services Prove Popular

Additional Services for A. G. A. Members
Which Are of Interest to Natural Gas Men

IN the December MONTHLY there was a brief outline of some of the publication services of the American Gas Association. This month attention is called to a few of the special services rendered.

These articles are written specially as an orientation series for the members of the Natural Gas Department.

GAS PROGRESS

Gas Progress is the name of the Association's semi-monthly news sheet. This is printed in three columns and contains about 54 inches of news material every issue. It is published on the first and fifteenth of every month.

While the primary purpose of *Gas Progress* is to give the directors of the state committees on public utility information authoritative national gas news, by far the greater part of the mailing list is composed of executives of gas and manufacturer companies. Natural gas advertising and publicity men who wish to receive this semi-monthly news service should write to Association Headquarters. There is no charge for *Gas Progress*.

EMPLOYMENT SERVICE

As members of the Natural Gas Department have probably noticed, the last page of every issue of the A. G. A. MONTHLY is devoted to an employment bureau. This service is rendered free to members of the American Gas Association, and is one of the most popular and valued of Association services.

Since 1923, 64 advertisements of gas companies have been filled, and 58 men seeking positions have been placed.

STATISTICAL BULLETINS

From time to time the A. G. A. issues statistical bulletins on the gas industry. These are called to the members' attention and requests for copies filled promptly.

ADVERTISING COPY SERVICE

The Advertising Copy Service is explained in detail on the inside front cover of this issue of the MONTHLY.

NEXT ISSUE

In the February issue of the MONTHLY there will be a detailed explanation of the medal awards of the American Gas Association.

Hot Water Wanted More

Than Furnace Freedom

THE American boy who hates to have his face washed and simply won't have the region behind his ears cleansed is the exception rather than the rule. Facts and figures gathered through trained investigators of the American Gas Association in a nation-wide survey of gas customers revealed that more people are willing to pay for the convenience of hot water than for freedom from heating with coal and the consequent furnace tending and ash removal.

More than fifty-five per cent of those interviewed in all income classes are willing to shoulder additional costs to have efficient hot water service, while forty-eight per cent are anxious to pay more money in order to gain freedom from the back-breaking "exercise" of tending coal furnaces.

Gas is almost without competition in the field of water heating, being preferred nine to one over coal.

Newspapers Congratulate

Stannard and Denver Co.

VIRTUALLY the entire rotogravure section of the *Rocky Mountain News*, Denver, Colo., for November 13 was devoted to the Public Service Company of Colorado's and Clare N. Stannard's 57th birthdays. The front page was taken up by pictures of the home office of the Company in Denver, and a portrait of Mr. Stannard. On the inside pages were photos of Guy W. Faller, vice-president; V. L. Board, general superintendent; Harry T. Hughes, treasurer; R. G. Gentry, director of public relations; Gaylord B. Buck, business manager; John E. Loiseau, secretary, and Frank R. Jamison, director of publicity for the company, together with résumés of the activities of each with the Public Service Company.

The *Denver Post* of November 13 devoted a half page to a group of photographic studies of Public Service Company of Colorado executives.

Along with the photos an article appeared, an abstract of which follows:

"Fifty-seven years ago a little group of pioneer Denverites and Coloradans, possessing the vision and courage of empire builders, formed an organization that was the foundation of the present vast Public Service Company of Colorado—and on that same day, November 13, 1869, Clare N. Stannard, destined to become a leader of that same organization, was born in Friendship, N. Y."

Meaning of Laboratory Approval

(Continued from page 26)

will prove most helpful. The Blue Star is a mark of safety, efficiency, and reasonable durability under all normal conditions of service. I cannot conceive of any similar emblem that could, taking all things into consideration, possess a greater appeal. It should be utilized by manufacturers in a manner similar to that of an approval by the Underwriter's Laboratory. Without doubt, the item of safety will present the strongest appeal and it seems to me that it can be advertised and used, not in a negative manner, but in a way that it will be very effective. Beyond this, it is up to the salesman to convince his customers of the superiority of his appliance. When the Laboratory has indicated that appliances are safe, efficient, and reasonably durable, I believe at the present time it has gone far enough.

Gossler Scholarships

Awarded for 1927-1928

TWO students of Cincinnati were re-awarded Columbia System scholarships for the year 1927-28, under the foundation created in 1925 by Philip G. Gossler, president of Columbia Electric Corporation. They are Norbert R. Patton and Alexander McG. Bower, Jr. Patton is entering his third term at the University of Cincinnati and Bower is a sophomore at Purdue.

This is the third consecutive term that Patton has received a Columbia System scholarship, he being among those in the first- and second-year groups already benefited. He is the son of Richard Patton, underground foreman of the Union Gas and Electric Company.

Bower is the son of A. M. Bower, claim agent for the Green Line and the Union Light Heat and Power Company.

Three other awards were made this year by the Columbia Scholarship Committee. They are Helen L. Wolfe, of Charleston, W. Va., who is entering her fourth year at the University of West Virginia; John William Kelley, of Huntington, W. Va., who is entering his freshman year at the Carnegie Institute of Technology, and Leslie Burkett Shaw, of Dayton, O., who is entering his first term at the University of Cincinnati.



Here is the policeman
who will arrest this thief!

millions of dollars in damage—disease—old age—
inability, conditions—waste—unprofitable ap-
pearance of our city—all because of the smoke
of coal.

Rich and poor—man, woman, child—must suffer.
This criminal plays no favorites. The smoke
comes in a minute to every, business, home, pre-
sence.

The Dealer-Wallace-Hart interests the damage
done by smoke in a twinkling amounts up
into thousands of dollars each year.

Gas is the policeman who will arrest this crimin-
al. Gas is the answer to the smoke crime. Gas
will mean a cleaner, healthier city and will save
millions of dollars each year that are now lost in
smoke.

Gas is the thriftest fuel you can buy and yet it
gives more units of heat than any other fuel.

Heat with gas, cook with gas, use gas in place of
coal and you will add pride to Columbus
in winter as well as summer.

**The Columbus Gas & Fuel Co.
The Federal Gas & Fuel Co.**

*Smoke must be outlawed and gas is the
authority that can do it*

How Can We Reduce the Cost of Selling Gas?

Dayton Finds That a Novel Show Correctly Staged Pays Big Dividends in Sales Results

By HERBERT H. SKINNER

Gas Sales Manager, The Dayton Power & Light Co., Dayton, Ohio

WE can all recall some very successful insurance agent who at times employed solicitors merely to storm the office buildings and secure the names of those with whom he, the master salesman, could later negotiate a lucrative contract. In his case it was after all merely a matter of making contact with enough people so that in the end one could meet those few who would be interested in the proposition. It happened to be insurance, but the method would be applicable to gas or electricity. Upon this basis of reasoning we promoted the Dayton Industrial Exhibit.

At the moment we were not concerned in the relative merits of newspapers, direct-by-mail or bill-board methods of publicity. All such organs were already profitably employed, so instead Dayton sought another means of publicity. Out of fifty thousand consumers we wished to weed out those who could be interested in an investment of hundreds, possibly the thousand dollars essential to the use of a clean heating fuel.

We faced no problem in connection with domestic merchandise, for distribution costs were low, or industrial gas, for in this department contracts covering 157,000 M. cu.ft. had been closed within the past eleven months. Our goal had rather been to develop a great heating department, one that could distribute boilers and furnaces on a basis under which the margin of merchandise profit would cover all costs of operation. Under such a plan written gas business would form a mere by-product of merchandise distribution.

Everyone appreciates the fact that it costs a great deal of money to secure the interest of a man who will substitute gas for oil or coal as a heating fuel. He must

be interested in the idea, assured of the reliability of our supply, then drawn into a position where cost becomes incidental, and last of all sold a boiler or furnace. It is evident that most of our prospects go stale during the earlier stages of the negotiation and it is important that there be some place to which such people may gravitate and there see about everything in boilers and furnaces, and also, of far more importance, the methods of construction approved by the utility.

Suitable space for such an exhibit was available on several sites, but a corner frontage opposite Dayton's largest store seemed to offer the greatest possible traffic volume per dollar of monthly rental. It was relatively expensive, that is to say, \$400 monthly for a store only 17 ft. wide by 69 ft. deep, but it seemed useless to stage an exhibition anywhere except in this place where we could interest people of fair means. It was a good store of fireproof construction with thick concrete floors capable of sustaining the industrial equipment, much of which was of great weight and of such bulk that riggers were forced to remove the show windows to assure entrance into the store. Ducts and flues, water, gas and steam pipes all formed practical though surmountable problems in the reconstruction of that space.

Among the commercial managers of this country there are many who would hesitate to expend thousands of dollars on an exhibition that could only be maintained at a further expense of possibly a thousand dollars a month. Perhaps they would also be reluctant to lease space to those who sold water heaters, incinerators, burners, etc., in competition with their own store. Moreover, they might be



Scenes at the Dayton company's novel merchandising show

correct in their judgment concerning the matter.

Dayton looked at this project in a most practical way and about as follows. Here was a store of only 1173 sq.ft. to which we wished to draw people to see industrial equipment, but unless we offered a sound reason for their presence, why would they come? A motive must be provided and bearing in mind the main object, it was thought best to develop the basement and thus secure 1500 sq.ft. of additional space, most of which could be devoted to structures, flooring, panels, plaster, roofings, etc., study of which would be most valuable to everyone contemplating the erection or reconstruction of a home. Here under such ideal surroundings we would lease space to those selling equipment in competition with our own Gas & Electric Shop.

Someone must always blaze a trail

through the forest and many of those winding commercial trails of the nineties are the well-travelled sales boulevards of today. Last October the Gas Exposition of the Dayton Power & Light Company with its 17,500 sq.ft. and sixty national exhibitors offered Dayton an opportunity to see gas as a vital element in community life. That was a ten-day exposition, but today we offer them something more permanent: A place in fact where they may congregate and without solicitation become truly interested in a *Blue Star* home.

Our space was costly, but of all industries why must a utility, and of all utilities a gas utility, occupy the least desirable section of a city and then when so located expend a fortune on the publicity essential to sell that poor location to the shopping public? The department stores, jewelers, haberdashers, and even Woolworths expend from \$30 to \$50 a front foot each

month for space, while the utilities of this country so often hide away on streets so remote that were it not due to the present method of paying monthly accounts, our importance would be on a parity with the local "water works."

We may be all wrong about this matter, but at least in undertaking this experiment it is apparent that six hundred people will be attracted weekly and of these from 20 to 40 are live heating prospects. On an expenditure of, let us say, five dollars, good prospects will be secured, whereas under former methods six hundred dollars a month in publicity secured mere telephone inquiries from people who when they learned more of the proposition turned it down cold.

You may employ trained engineers to call on architects and also expand the heating department to a point where it will cover every builder, in the city, but will you offer any services that will assure their cooperation?

We had a good architects' man and now maintain a real heating department, but that Architectural Exhibition brings more architects and builders to our place than a hundred men could ever reach in any other manner. Yes, and they appreciate the sincerity of our motives.

The Dayton Exhibition is not a sales-room, even our "exhibitor" was secured and trained especially for the undertaking. There are no order books or price forms in that store, but instead we offer an atmosphere and environment in which the cold materialism of forges and furnaces are contrasted with soft clinging divans, cretonne curtains, warm colorful hangings, and an oriental rug.

Seeking to be truly helpful and believing that those interested in planning a new home would visit this exhibition where they could see the relative merits of various materials, we thus assured better but not more costly dwellings. It was our own contribution to Dayton, to its architects and builders and above all to its people, our customers, who may and so we hope will plan their homes in this environment dedicated to "Gas Fuel."

"Galloping Horse"

SPOOK experts have solved the phenomenon of the galloping gray horse at the culvert west of the city, says the *Chanute (Kans.) Tribune*. The horse continues to gallop and even if one knows the solution it is interesting to hear the clatter of the hoofs.

Here is the analysis of the bewitching sound that for all the world resembles a horse coming down the road in a quick gallop. Two gas lines, one a 12-inch and the other a 16-inch line, lay alongside the road. At the "spooky" culvert the covering over the pipe is very thin, and at certain periods the vibrations from the compressors at Vilas station can be heard very distinctly, and for all the world like the sound of a galloping horse. Workmen who examined the line, found it in perfect condition in every way.

A similar "galloping horse" can be heard several miles from the Cambridge station, where the line to Wichita lays in similar proximity to a culvert.

Financial Statistics

(Continued from page 8)

sheet for the manufactured gas industry in the United States. It reflects in the main the sound, conservative, and well-proportioned financial structure which characterizes the individual units of the industry. While capital stock and long term debt are approximately equal, this should not be interpreted as typical of the individual units of the industry as the combined total shown in Table 3 is apt to be somewhat heavily weighted by the New England group of companies, where the traditional policy has been to finance largely, and in some cases almost entirely, through stock issues.

In connection with the fixed capital figure it should be considered that for the manufactured gas industry there is probably more divergence between the book cost of the plant and present day value, than in the case of most other utilities, since its property averages a greater age, and consequently a larger proportion of its plant would have been installed at lower price levels which fail to reflect the greatly enhanced costs both of labor and materials that prevail today.

 BOOK REVIEW

Problems in Public Utility Management—
By Philip Cabot and Deane W. Malott, of the
Graduate School of Business Administration,
Harvard University, Published by A. W. Shaw
Co., New York and Chicago. \$5.

THIS book, one of the most recent on the utility business, is a valuable addition to the library of the industry. Briefly, it represents the application of the so-called case system to economic problems, and it must be granted that the case system works out advantageously, as it has when it has been applied to legal problems.

The authors are well-known to the utility industry. Professors Cabot and Malott have appeared before important gas meetings in the past few years, and they also have written extensively on the particular problems of the utilities.

The volume splits itself into six divisions. In two of these, one relating to the character of a utility and one on valuation, depreciation, and fair return, are given selected court and commission decisions. Needless to say, the selections are well made, and the discussions condensed and briefed as much as possible.

The other four divisions include marketing, public relations, production, and finance, and those on marketing and production are probably the best that have been written on these subjects. Problems collected by the Bureau of Business Research cover every phase of the question and also make due allowance for the practical application of the theories brought out. This latter point is not limited to these four sections, but, happily, is a feature of the entire book.

Problems in Public Utility Management presents a wealth of available material in a convenient form on the subjects of the characteristics of a public utility, and valuation, depreciation, and fair return. In the fields of marketing, production, and public relations the book excels, as the material is original and well selected. The section on finance presents the essential issues.

With this original and effective case material dealing with the important problems of public utility administration, the book is of value to students. However, it is not to be taken merely as an educational tool in utility instruction. The selection and presentation of cases and problems are such as to stimulate the mind of any reader, and the book presents material in a way that should be of interest and value to busy executives and managers.

 New Pamphlet Takes Up
U. S. Fertilizer Problem

IN an interesting pamphlet entitled, "Fundamentals of Our Fertilizer Problem," Samuel S. Wyer, consulting engineer of Columbus, Ohio, devotes several paragraphs to the part the gas industry plays in soil enrichment. Mr. Wyer writes as follows:

"Industrial users can use mechanical devices to secure practically smokeless combustion conditions with bituminous coal. These are not feasible in the home, and here a smokeless fuel must be used which limits the fuel to gas, oil, anthracite, or 'man-made anthracite,' which is coke, that is bituminous coal that has had the by-products removed. If the 66 million tons of bituminous coal used in homes in the United States were first converted into coke and the nitrogen saved this would produce 165,000 tons of nitrogen per annum.

"When coal undergoes destructive distillation in making coal-gas or by-product coke, part of the nitrogen is evolved as ammonia. In cleaning the gas this ammonia must be removed from the gas in order to make the gas usable to the public. By combining the ammonia with sulphuric acid, it can be converted into sulphate of ammonia, a valuable nitrogen-carrying fertilizer. The revenue derived from the sulphate of ammonia decreases the cost of gas.

"Where coal gas or by-product coke oven gas is used for serving the public, each cent per pound—or \$20 per ton—decrease of ammonium sulphate means two to four cents increase of cost of manufactured gas per 1000 cu. ft. Therefore, as the air nitrogen processes lower the price of nitrogen to the farmer, they will automatically increase the cost of manufactured gas to certain communities."

In commenting on the pamphlet, W. M. Jardine, Secretary of Agriculture, writes as follows:

"One-half of the inorganic nitrogen used in the United States comes from coal. We could more than double this if we stopped our present barbarous methods of burning raw bituminous coal with the resulting unnecessary smoke nuisance and instead took the by-products out of the coal and use the residue coke instead."

Fifty-one Years Ago

THE names of the republican candidates for president and vice-president of the United States, "Hayes and Wheeler," composed of small gas jets, have been placed over the entrance of the republican headquarters. This is a magnificent illumination and the finest one of its kind ever seen in Madison.—from Madison, Wis., newspaper dated Sept. 4, 1876.

ACCOUNTING SECTION

EDWARD PORTER, Chairman

F. H. PATTERSON, Vice-Chairman

H. W. HARTMAN, Secretary

Cash Value and Collectible Losses in Gas Company Fire Insurance

By HARRY ANDERSON

Chairman, Insurance Committee; The Peoples Gas Light & Coke Co., Chicago, Ill.

THE fire insurance policy is in all probability the most universal and important contract in the United States, being the one upon which the safety of property values and credit is dependent. The New York standard form has been adopted in the majority of states and those not using it have adopted some modification of it. The first New York standard form was created and made a law in 1886, remaining without change until 1917 when a revised form was adopted. At the present time the two forms are used, some states using the first New York standard form of 1886 and some the revised form of 1917. In discussing the subject of cash value and collectible losses, the revised form is used.

What may be termed the contract of insurance is contained upon its first page and is modified by provisions on its second page, made a part of the contract by reference thereto upon the first. This contract of insurance contained on the first page, is as follows:

"In consideration of the stipulations herein named and of Dollars premium does insure and legal representatives, to the extent of the actual cash value (ascertained with proper deductions for depreciation) of the property at the time of loss or damage, but not exceeding the amount which it would cost to repair or replace the same with material of like kind and quality within a reasonable time after such loss or damage, without allowance for any increased cost for repair or reconstruction by reason of any ordinance or law regulating construction or repair and without compensation for loss resulting from interruption of business or manufacture, against all direct loss and damage by fire and by removal from premises endangered by fire, or pro rata for five days at each proper place to which any

of the property shall necessarily be removed for preservation from fire, but not elsewhere."

This wording makes the policy a non-valued form and the determination of the loss is based upon the actual cash value at the time of loss. This actual cash value at the time of loss is the cost of replacement (at prices at the time of loss) with material of like kind and quality, less depreciation, however caused. The actual cash value, being the maximum amount of insurance collectible, becomes the insurable value and is the governing factor in the amount of insurance purchased.

The deduction for depreciation makes the insurable value in some cases considerably less than the cost to replace, varying with the age and usefulness of the property, and is not collectible. Not being collectible, it should be predetermined to avoid overpurchase of insurance with its consequent dissatisfaction with loss adjustments and excess premium costs. It also becomes a very definite liability if not provided for. In the majority of losses, it is of little concern but, on the other hand, the destruction of a whole plant would necessitate an outlay of funds, over and above the amount of insurance collected, which might be of considerable concern and might necessitate new financing. This is particularly true where all the assets of a company are represented by one plant.

The use and usefulness of a property also materially affects its insurable value.

The effect of depreciation upon the value of a property for insurance purposes is shown in the following example:

A plant built in 1907 costing \$1,500,000 at that time, excluding uninsurable val-

ues, is to be insured. What is the insurable value, or how much insurance should be purchased?

Assuming that labor and material costs have increased 100% over 1907, the replacement value would be \$3,000,000; \$500,000 representing the value of buildings and \$2,500,000 the value of equipment. Depreciation on buildings is assumed at one and one half per cent per year and on equipment at one per cent per year making a deduction of \$650,000 and leaving an insurable value of \$2,350,000 or \$850,000 more than the cost to build in 1907 and \$650,000 less than the cost to replace today. The increase of \$850,000 due to increased costs is insurable and collectible, but the \$650,000 of depreciation is not and should be excluded when purchasing insurance.

There is a way of insuring depreciation, but it must be carried by the assured through a fund set up out of premiums paid, on the basis of insuring the full replacement cost of the property at the same rate paid for insurance purchased. Taking the above example for determining the insurable value and assuming the rate per \$100 per annum to be \$.25 for purchased insurance, the outlay for premium to cover the full replacement cost of \$3,000,000 would be \$7,500; from this, \$2,350,000 of purchased insurance costing \$5,875 is deducted, leaving \$1,625 to be set up in the fund annually. The fund is to be invested in interest-bearing securities, the earnings of which are added to the fund. This method will, over a period of years, reach a sum substantial enough to take care of nearly all differences between the insurance collected and the cost of replacement or repairs.

Where ordinances regulate the repair or reconstruction of damaged and destroyed property, the additional cost of complying with the terms of these ordinances is not collectible, unless your policies are endorsed with what is called the building demolition liability clause and reads as follows:

"In the interest of the insured, the condition of this policy excluding loss occasioned by ordinance or law regulating construction or repair of buildings is hereby modified and in consideration of \$..... additional premium, this company under this policy, shall in case of fire, be liable also for the loss or damage occasioned by the enforcement of any state or municipal law or ordinance which necessitates, in rebuilding, the demolition of any portion of the insured building not damaged by fire, but in no event shall this company be liable for any expense of reconstruction in excess of the actual value of the building prior to the loss or damage; provided, that this company shall be liable only for such proportion of the loss or damage as the amount hereby insured bears to the whole amount insured thereon, whether such other insurance contains a similar clause or not.

If this policy covers more than one building, the foregoing liability shall attach to each separately, not exceeding the amount specifically insured thereon, or, if it does not attach on each building in a specific amount, in proportion as the sound value of each building bears to the sound value of all."

Examples of this are the replacement of wood shingles with other types or where a permit cannot be obtained to repair an old building, making it necessary to demolish the undamaged portion and rebuild within the ordinance and laws.

Another form of loss not covered by fire policies unless endorsed thereon, or specifically insured, is consequential damage. This kind of loss is encountered by cold storage companies and is the result of the destruction of the refrigeration plant by fire, causing the contents of the cold storage buildings to be damaged or ruined. The form used by cold storage companies is as follows:

"The conditions of this contract of insurance are: That this company agrees only to be liable for such loss or damage to the property covered, not exceeding the sum insured under this policy, as may be caused by change of temperature resulting from the total or partial destruction by fire of the refrigerating or cooling apparatus, connections or supply pipes, or by the interruption by fire of refrigerating or cooling processes.

It is understood and agreed that the liability assumed by this company hereunder shall be only such proportion of the actual

(Continued on page 56)

PUBLICITY AND ADVERTISING SECTION

E. FRANK GARDINER, Chairman

JAMES M. BENNETT, Vice-Chairman

CHARLES W. PERSON, Secretary

Utilities Create Good Will By Advertising a University Course

By G. E. LEWIS

Executive Manager, Rocky Mountain Committee on Public Utility Information, Denver, Colo.

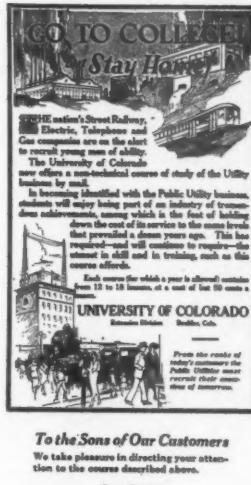
A UNIQUE method of exploiting a correspondence course in public utility economics, at the University of Colorado, and, at the same time, conveying a pertinent utility message to the public, has been perfected by the Rocky Mountain Committee on Public Utility Information.

The plan entails display of an attractively illustrated poster, in two colors. This is being displayed on every electric, telephone, street railway and gas company property in the territory covered by the Committee—Colorado, New Mexico, and Wyoming. It also is being displayed in scores of high schools, libraries, and other public places.

On its face the poster appears to be solely an advertising effort of the University, though the Committee was its author and is bearing its expense.

The message which the poster conveys relates to the achievements of all the public utility services. Linked with this is the statement that the University, through its correspondence course, affords the sort of training that fits students to keep up such a record when the time comes for them to administer the affairs of the utilities with which they may become associated.

To tie in with the poster display the Committee had the poster reproduced in a two-column newspaper advertisement.



Reproduction of a col.
newspaper advertisement

Proofs of this were sent to all companies, urging them to run the advertisement in their local newspapers, coincident with the appearance of the poster in their city. The Committee agreed to furnish mats or plates without charge. Virtually every company in the three states which does any advertising has agreed to this arrangement.

Every company which displays the poster on its premises has been provided with a supply of pamphlets, issued by the University, describing the course, its costs, etc.

Another detail of the Information Committee's plan is to provide brief newspaper stories descriptive of the course for the newspapers in each town where the company uses space for the reproduction of the poster.

While the poster and newspaper reproductions have resulted in receipt of scores of inquiries from students throughout the Committee's jurisdiction, there is no apprehension on the part of the utilities that they will be swamped with applications for jobs, for the correspondence course is very difficult and it will be some time before any of those who enroll complete it. Moreover, no pretense is made to turn out finished public utility executives. Rather, it is represented that the course merely provides the ground work and a general over-all view of the utility business.

Officials of the University of Colorado have expressed their appreciation of the effort that is being made to advertise their course.

In view of the success that has attended the initial effort to advertise the course, together with the opportunity that such advertising affords for presenting a variety of public utility messages to the people, it is likely that a follow-up poster will be prepared. The poster now on display will be shown for about six weeks. At the end of that time, if it seems advisable, the second poster will be displayed, followed, possibly, by a third along about the end of the college year, as the Extension Division of the University where the utilities course is being given operates throughout the summer months.

National "Better Copy" Contest Started by P. U. A. A.



I. M. Tuteur

The contest will embrace the entire field of public utility operation, but will be operated in three distinct divisions, covering separately the fields of electricity, gas, and transportation.

The national utility associations, including the National Electric Light Association and the American Gas Association embracing in their membership practically all public utility organizations, have indicated their interest in the plan and have offered their cooperation in assisting towards the success of the contest. To this end arrangements are being made between these national associations and the Public Utilities Advertising Association whereby the national bodies will make the awards for the winning advertisements in their respective fields. The plan contemplates the awarding of a certificate of merit for the best advertisement together with honorary

awards for second and third places in each of the three fields of utility activity embraced in the contest—electricity, gas, and electric and bus transportation. The contest will be conducted by the Better Copy Committee of the Public Utilities Advertising Association, Irving M. Tuteur, Chairman, and the judging for awards will be made by a Committee of Judges representing the national associations.

The contest is open to all public utility operating companies and will cover advertisements released during 1927 and the early part of 1928 up to a date to be announced by the committee. All subjects dealing with public utility operation and service are eligible in their respective divisions and will include advertisements released in newspapers, periodicals, by direct mail or other media.

The winning advertisements, together with a selection of five hundred advertisements chosen from among those submitted, will be published in the 1928 edition of "500 Representative Public Utility Advertisements" to be issued by the Public Utilities Advertising Association in the coming mid year.

The Public Utilities Advertising Association includes in its membership the advertising and publicity managers of practically all important utilities in this country and a number in Canada, together with representatives of publications, advertising agencies, and organizations doing business in the public utility field.

A. S. M. E. Delegation Visits Brooklyn Plant

A DELEGATION of the American Society of Mechanical Engineers, during the recent New York convention, visited the Greenpoint Plant of The Brooklyn Union Gas Company.

N. Y. Companies Start Broadcasting Program

AN attractive radio program, consisting of 12 lessons on home cooking, has been put on the air from station WEAF by the Associated Gas Companies of New York, at 11:30 a.m., Wednesday mornings. Miss Anne Adams, an expert in home management, is doing the broadcasting.

At the same hour on the same days, through station WMCA, the lectures are broadcast in foreign languages.

This is the second year that the New York companies have sponsored a radio program.

An attractive booklet, entitled "Ovencraft," is being distributed upon return of applause cards to the companies.

MANUFACTURERS SECTION

H. LEIGH WHITELAW, Chairman

C. W. BERGHORN, Secretary

J. A. FRY, Vice-Chairman

The Cold Check Method of Calibration

By E. L. FONSECA

Chief Engineer, The Wilcolator Co., Newark, N. J.

THE cold check method of calibration for oven controls is a carefully pre-conceived process enabling any operator completely to adjust the control in less than two minutes, without the necessity of bringing the oven up to a constant high temperature. It enables the operator to eliminate, to the greatest possible extent, fancies in thermometer readings, and error due to personal equation.

There is nothing in the cycle of operations that requires experience of dexterity on the part of the operator. Simple directions if followed carefully will enable the layman or the novice successfully to carry out the procedure and obtain thereby perfectly satisfactory results provided the control embodies certain mechanical features.

It is always going to be a problem of the service departments of distributors of regulator equipped ranges to reduce to a minimum the wasted time and accompanying high service charges involved. The cold check method of calibration provides the service department with the necessary means to accomplish the reduction. Whereas the method of hot checking with a thermometer required well over an hour, the same results are obtainable through the use of the cold check method in a few minutes.

This process was developed several years ago after extensive and complete research tests, and the results that have been obtained by the checking of thousands of regulators have convincingly

THIS is the second of two articles on different methods of calibrating oven heat regulators. The hot check method was given by I. V. Brumbaugh, American Stove Co., St. Louis, Mo., in the August issue. This article by Mr. Fonseca concerns itself with the other side of the question, the cold check method.—Editor.

proved to its users, its soundness and efficiency.

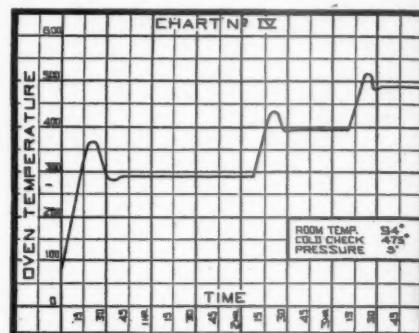
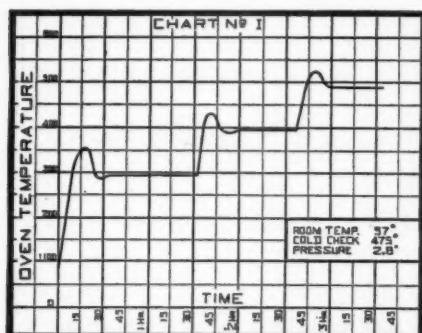
When the dial is set to a given position, for example 350° , in order that the control shall operate to maintain this temperature, correctly, a certain defi-

nite relationship must exist between the throttling ball valve and the stationary seat. The cold check method of calibration is merely a process to enable an operator to determine and define rapidly and accurately this relationship. It has been found by innumerable tests, and these tests have furthermore been substantiated by experience, that if the dial plate is so set that when 475° is indicated, and at this point the critical throttling of the gas occurs, the proper relationship between the above mentioned ball valve and seat does exist.

Room temperature changes have little or no effect upon the determination of this relationship and the maintained temperature obtained at the higher points on the regulator dial are not varied by these changes. It is a characteristic of the thermostatic element used in these tests to be practically unaffected by changes in temperature up to temperatures of approximately 125° degrees F.

This fact alone precludes the possibility of variations in room temperatures affecting the ultimate results and makes it unnecessary to consider the room temperature at the time of setting the cold check point.

The purpose of the following data is to prove convincingly the efficiency and



adaptability of the cold check method, in a fair and correct manner under the varying conditions of room temperature which may be encountered.

A resume follows:

Purpose of Test:

To determine the effect of variable room temperature on the cold check method and the controlled oven temperatures obtained.

Description of Test:

A conventional white enameled range equipped with a standard stock control was used and the control was cold checked at the several room temperatures of 57° F, 68° F, 80° F, 94° F.

After cold checking at each of the above temperatures, readings were recorded of the center oven temperatures on a recording thermometer with the dial set at the 300°, 400° and 500° positions.

Artificial gas of approximately 525 b.t.u. content was used at 2.8" pressure.

Tabulation:

A resume of the above tests is given in the following table which shows the temperatures maintained by the oven at the several settings of the dial.

(Table of Controlled Oven Temperatures)

Regulator Setting	Room 57°	Room 68°	Room 80°	Room 94°
300	295	290	300	290
400	400	396	398	396
500	490	490	492	490

These tests prove conclusively that the cold check method of calibration when properly applied gives practical results, and that the usual variation in room temperatures have a negligible effect upon the temperatures obtained.

A Prosperous 1928

(Continued from page 3)

property, resulting from the use of raw fuel in various forms has encouraged the gas industry to substitute its product for the belching chimneys of urban residential and industrial communities.

The year just past has been one of education, resulting almost as much as anything else, from a quiet but persistent demand on the part of the public to know more about the intricacies and future possibilities of gas utility service in all its branches. Such information has been provided in full measure.

The gas industry builds, not for the year immediately ahead, but for five, ten and even twenty-five years. Additional gas making capacity under construction at the present time is designed in most cases to take care of increased future demands as well as to relieve the pressure on present facilities.

The year to come, in my judgment, will continue to witness the steadily widening availability of gas fuel, both as the result of the gas companies' initiative and of the desire for clean, efficient and economical heating service on the part of manufacturing concerns as well as the general public.

INDUSTRIAL GAS SECTION

F. C. MACKEY, Chairman

C. W. BERGHORN, Secretary

J. P. LEINROTH, Vice-Chairman

Gas Wins at the New York Power Show

Metropolitan Gas Companies Win Prize for Best Booth;
Many Gas Appliances Shown

GAS made its mark at the sixth national exposition of Power and Mechanical Engineering, held at Grand Central Palace, New York, December 5 to 10, in conjunction with the annual meeting of the American Society of Mechanical Engineers. A gas exhibit, sponsored by the gas companies of the Metropolitan district, drew more attention than any other booth, and merited what is known as the Exceptional Certificate of Award for being the best booth of the show.

The cooperating gas companies were The Brooklyn Borough Gas Co., The Brooklyn Union Gas Co., The Consolidated Gas Co. of N. Y., The Kings County Lighting Co., and the New York and Richmond Gas Co.

Among the gas appliances shown were the following:

Brass melting furnace, soft metal melting furnace, combination gas range and refrigerator, rivet heater, gas boiler, oven furnace (automatic temperature control), cyanide hardening furnace, water storage system, steam boiler, portable japanning and drying oven, and a turbo-blower.



Selling gas at the Power Show

Three working exhibits provoked a great deal of interest from the thousands visiting the show. The Pompeian Bronze Co. demonstrated the casting of statuary. Heat treating operations were shown by the Martin Forge Co., and the steam processing of hats by the Snyder Hat Co.

Thirteen oil paintings showing various uses for gas in industry were used in the booth. R. M. Martin, of the Consolidated Gas Co. of N. Y., handled the arrangement of the booth.

The following were in charge of the exhibit: G. H. Stang, Brooklyn Borough



Gas equipment won first place at the New York Power Show



Gas Co.; T. B. Merkt, Brooklyn Union Gas Co.; W. A. Morris, Kings County Lighting Co.; George Smith, N. Y. and Richmond Gas Co., and A. M. Apman, Consolidated Gas Co. of N. Y., Chairman.

Gas Co. Fire Insurance

(Continued from page 50)

loss and damage above specified, as the amount insured under this policy bears to the total value of the property hereby covered."

In the gas industry a consequential loss would be the freezing of a holder resulting from the destruction by fire of the boiler plant, boilers or steam lines. While this insurance is unique, it is possible to purchase if needed.

Compensation for loss resulting from the interruption of business or manufacture is not collectible, but may be insured specifically under what is termed Use and Occupancy coverage.

Property may be removed from the premises endangered by fire. The cost

of removal is collectible and the property so removed will automatically be covered pro rata for five days, i.e., the insurance applies at each location in the proportion that the value at each bears to the total value. Thus, if one-third of the value is removed to a new location, then one-third of the insurance is automatically transferred to the new location for a period of five days.

In the original standard form only the portion of insurance in excess of the value remaining at the original location applies at the new location, and if more than one location, then on a pro rata basis over all.

Merchandise and stock losses are adjusted on a different basis from that used in adjusting losses on other fixed assets; manufactured articles on cost to manufacture and not selling price; merchandise purchased for sale on the cost to replace, not on selling price, and raw materials on the market price at time of loss.

PRIMITIVE METHODS
not profitable

BURNING crude fuel in a raw state is a primitive method of obtaining heat. It is wasteful, troublesome and dirty. Civilization cannot tolerate it much longer.

Gas gives you concentrated heat, delivered at the burner, in any quantity, at any time. Gas is the only thing that burns.

Use of gas for heat, wherever heat is needed, means doing away with the dirt and nuisance of smoke, reliving traffic of the heavy smoke and creosote fumes, and getting rid of smoky chimney stacks, spreading noxious fumes and noise over the neighborhood. It also means improved products.

An industry advances in economic efficiency, the use of gas in its heating and operating processes proves. Ask your gas company, what gas is doing for other companies in your line of business.

American Gas Association
420 Lexington Avenue, New York City

YOU CAN DO IT BETTER WITH GAS

Without prejudice!

THIS CHART SHOWS

how gas was regulated for two different jobs.

The next job demanded a heat of 1620 degrees Fh. It took only fifteen minutes to increase the heat 100 degrees.

The first job required a temperature of 1520 degrees Fh.

There is nothing sympathetic or sentimental about an automatic recording instrument. It just registers the facts, and lets them speak for themselves.

The facts revealed by this chart show that Gas Heat gives Control, Speed, Increased Production, Uniform Production, and No Spoilage; all elements that make for economy in operation, and consequently increase in profit.

You would like information concerning the use of gas as a fuel in your own factory, and can easily obtain it by writing to your own gas company, or to

American Gas Association
420 Lexington Avenue, New York City

YOU CAN DO IT BETTER WITH GAS

Industrial gas advertisements for January and February trade papers. January advertisement is at the left, and February at the right. Matrices of these advertisements for use in local newspapers can be had from Association Headquarters

COMMERCIAL SECTION

J. J. BURNS, Chairman

J. W. WEST, Jr., Secretary

G. M. KARSHNER, Vice-Chairman

Section Plans Comprehensive Program

THE program of the Commercial Section for the coming year resolves itself largely into the question of choosing the most effective means of encouraging greater use of improved selling methods and of stimulating selling efforts. A comprehensive committee structure has already been arranged. The work of these committees plus the effect of the regional sales conferences, which are being extended, will unquestionably prove fruitful in stimulating company selling efforts.

The section now has a separate committee for each of the major domestic appliances, viz., cooking, water heating, laundry, refrigeration, incineration, and house heating. During the past year these committees were delegated to draw up material in the nature of sales manuals that would be informative and helpful to individual salesmen selling each appliance. Most of the committees made satisfactory progress in this direction and it is planned to assign to the new committees the work of reinforcing and elaborating or condensing the past year's reports. With this set-up it will be easy in the future for each domestic usage to receive whatever special attention is required.

As the work of each committee develops into discussions that are helpful from the sales manager's viewpoint, many of the sales factors are the same for each type of domestic appliance and should not be duplicated. To meet this situation a Merchandising Committee has been set up which will be composed of the chairmen of the several appliance committees working under the direction of an outstanding commercial man who will act as Merchandising Committee chairman.

The duty of the Merchandising Committee will be to cover the best company

practice in fundamental sales policies applicable to all appliances such as surveys, setting up budgets, sales organization and supervision, methods of soliciting business, etc. The report of this committee will be addressed primarily to those in charge of gas companies' sales departments, thus supplementing the reports of the several appliance committees. The proper correlation of the various committee reports will be facilitated by the presence of these chairmen on the Merchandising Committee.

Two additional committees have been formed, one to handle the subject of compensation of salesmen, and the other to work on the question of what sales cooperation and support gas companies should give dealers who handle approved appliances. To facilitate the work of the trade relations committee, the group engaged on Cooperation with Heating and Piping Contractors will work separately from the committee active in the field of the Master Plumbers.

An important activity of the section during the past year, designed to foster the erection of homes adequately equipped with approved appliances, has been the promotion of the Blue Star Plan among gas company members. The plan has been presented to the companies by A. E. Higgins, field representative, since the Spring of the year, and to date fourteen Blue Star Homes have been exhibited to the public, with attendance varying from ten to twenty-five thousand persons. Eleven additional homes are under construction and preliminary work has been done in twenty-two other cities on Blue Star Homes. State, or regional committees have been organized in five localities and in most instances the allied trades are

being included in the work of these committees.

In addition to promoting exhibition homes to educate the public to the many ways in which gas service caters to the fundamental needs of the home, the promotion of the plan has resulted in many companies advertising the exclusive sale of approved appliances.

The Section's committee structure is given on page 62.

Oven Heat Control

(Continued from page 36)

regulator program should be a close co-ordination of desires of the gas industry as well as the manufacturer of ranges. It is rather logical to assume that the greatest increase in regulator range sales can only be made when the full advantages of regulator uses are properly made known.

Again referring to that profitable 15 per cent as an agency through which the industry can recover cooking load, let us glance at our sales policies in connection with regulator ranges. We find most gas companies demanding the same percentage of gross profit on this character of article as is added to the non-regulator line. As a part of good business it might be wise to discount an immediate merchandise profit and accept the possibility of continued profit on gas sales. In the general trend of the industry, appliance representatives are paid on straight sales commission basis and without regard to increased gas revenue. You can't get something for nothing. A commission salesman, however loyal he may be, can only properly be looked to for gross rather than character sales.

Considerable missionary work, directed at the plumber, can be expended both by gas industry and range manufacturer.

As a conclusion, we can assume that it is possible to increase home cooking

by a definite program. The heat regulator is a definite vehicle for carrying out this program. Manufactured foods have already made inroads on cooking load and will continue to do so. Definite steps must be taken to overcome these inroads. Luck or chance will have no weight in this food business.

Our problem is to keep definitely before the nation the advantages of all gas clean kitchens. No business is so firmly established in this present day that it can rest on its oars. Industry, as a whole, is accused of being strong on statistics but weak on imagination, and if we do not take full advantage of all of the possibilities we may be definitely criticized for this lack.

Possibly the most severe shock I received during the past year happened when I was discussing the question of decreased consumption with a stove manufacturer. He said, "Why, you fellows in the gas business did not have imagination enough to even demand oven heat control. That was a manufacturer's idea. Why don't you tell us what you need and we will produce it."

Hymn of Sorrow

I.

Now summer's gone
'Nd autumn's here
Les' rise and give
A rousing cheer.

II.

The cellar's clean,
Th' coal is in,
Th' wife's all set
Ready, begin—

III.

"Bring up th' wood
'Nd close th' grate;
Fill pail with coal,
It's getting late!"

IV.

Good-by to golf,
Good-by to joy,
From now on I'm
A furnace boy!

Madge Beverly, in *The Sun Dial*,
N. Y. *Evening Sun*

TECHNICAL SECTION

WALTER C. BECKJORD, Chairman

HARRY E. BATES, Vice-Chairman

H. W. HARTMAN, Secretary

Tests on Admixtures of Natural and Manufactured Gas

(Continued from page 29)

gas mixtures and of the base gas, as used in these tests, follows:

cent of a "30 per cent natural—70 per cent blue gas" mixture, with appliances

	Base Carb. Water Gas	"30% Nat.— 70% Blue" Mixture	50% Base— 50% Nat. Blue Mixture	40% Base— 60% Nat. Blue Mixture	25% Base— 75% Nat. Blue Mixture
Base Gas					
Carburetted Water Gas	87 (405)	%	85 (405)	90 (428)	89 (429)
Oil Gas	13 (1300)		15 (1200)	10 (1250)	11 (1300)
Natural Gas		29 (1018)	29 (980)	31 (997)	30.8 (986)
Natural Gas-Blue Gas Mixture			50% 71 (312)	60% 71 (320)	75% 69.2 (312)
Heating Value	100	100	100	100	100
Specific Gravity	.520	.522	.522	.520	.526
	.643	.598	.589	.603	.593

The 50 per cent carburetted water gas—50 per cent natural-blue gas mixture gas and the 40 per cent carburetted water gas—60 per cent natural-blue gas mixture were considered acceptable. The 25 per cent carburetted water gas—75 per cent natural-blue gas mixture containing approximately 22½ per cent natural gas was not considered a practical substitute for the base mixture on account of the undue softening of the burner flames.

CONCLUSIONS

Situation A

1. With appliances adjusted on the mixed water and coal base gas, the results indicated that a 15 per cent natural gas mixture could be used successfully.

2. If an admixture of 30 per cent natural gas with the base gas is used, then a wholesale readjustment of the appliances should be made on a 15 per cent natural gas admixture.

Situation B

1. The tests indicated that it should be possible to use satisfactorily a 520 B.t.u. gas made up of 40 per cent—520 B.t.u. carburetted water gas, and 60 per

cent of a "30 per cent natural—70 per cent blue gas" mixture, with appliances normally adjusted upon the carburetted water gas. However, in cases where a soft adjustment existed on the base gas a readjustment would probably be necessary before good results could be obtained.

2. An increase in the natural-blue gas mixture to 75 per cent of the total might be considered as likely to lead to complaint if continued for more than a short time. It is felt that while the use of such a mixture might be permitted for a limited period it should be used only in an emergency. No increase in the natural-blue gas percentage beyond this point should be considered without appliance readjustment.

Christmas Party

MORE than 3000 youngsters—children of the employees of The Brooklyn Union Gas Company—were entertained at a Christmas Party on December 17. Santa Claus was the main attraction, delighting the children with comical antics around the Christmas tree and presenting each child with a gift and a box of candy.

The party was given under the direction of the Brooklyn Union Gas Club, with H. F. Coleman in charge.

 OUR NEW MEMBERS

MANUFACTURER COMPANY MEMBERS

Baker Perkins Co., Inc., Carl Pletscher, V.P. & Mgr., Saginaw, Michigan.

International Heater Co., Russell Wheeler, V.P., 101 Park Ave., Utica, N. Y.

Kernit Incinerator Co., Louis Stotz, V.P., No. 18th Centerway & Springdale Ave., Am-pere, N. J.

Torrent Products of America, Mitchell A. Kaplan, V.P., 861 Broad St., Providence, R. I.

Pacific Gas Appliance Co., Mrs. H. S. Har-ris, owner, 19th & Market Sts., Oakland, Calif.

The Superior Foundry Co., S. P. Schloss, Sec'y-Treas., 3542 E. 71st St., Cleveland, Ohio.

Clare Bros. & Co., Ltd., J. S. Clare, P. A., King St., Preston, Ont., Canada.

International Business Machines Corp., Clement Ehret, V. P., 50 Broad St., New York, N. Y.

Roberts Gas Burner Corp., M. J. Roberts, Pres., 128 Chippewa St., Buffalo, N. Y.

ASSOCIATE COMPANY MEMBERS

Dillon, Read & Co., Chauncey L. Waddell, Mgr. Public Utilities, Nassau & Cedar Sts., New York, N. Y.

ACTIVE MEMBERS:

Bayley, Guy L., Sanderson & Porter, 231 So. LaSalle St., Chicago, Ill.

Williams, Murphy M., Magnolia Gas Co., 5415 Hudson St., Dallas, Texas.

Robert, L. C., Central Public Service Co., 209 So. LaSalle St., Chicago, Ill.

Bragg, Gilbert A., The Koppers Co., Union Trust Bldg., Pittsburgh, Pa.

Keal, George I., Burdick & Company, 30 Broad St., New York, N. Y.

Keller, A. G., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Issacs, William H., 1122 Crosby St., Chicago, Ill.

Over, John W., Koppers Construction Co., Union Trust Bldg., Pittsburgh, Pa.

Schroth, A. H., Richmond Radiator Co., 1480 Broadway, New York, N. Y.

Miller, B. L., Peoples Gas Light & Coke Co., 122 So. Michigan Ave., Chicago, Ill.

Cunningham, Alan, Boston Cons. Gas Co., 100 Arlington St., Boston, Mass.

Reilly, James J., Brooklyn Borough Gas Co., Coney Island, N. Y.

Brooks, R. Deane, Worthington Pump & Machinery Corp., 115 Broadway, New York, N. Y.

Simmons, Howard A., P. O. Box 328, Eliz-abeth, N. J.

Clausen, Chester C., 209 W. 5th St., Sterling, Ill.

McIlravy, M. N., The Barrett Company, 40 Rector St., New York, N. Y.

Cox, Franklin J., 4322 Deveraux St., Philadelphia, Pa.

Phelon, R. J., Worcester Gas Light Co., 4 Clearview Ave., Worcester, Mass.

Butterworth, Wm. C., First Nat'l Bank Bldg., Platteville, Wis.

Albrecht, A., Deutscher Verein von Gas und Wasserfachmännern, 33 Lutzowstrasse, Berlin W 35, Germany.

Smith, Elmer Arnold, Public Service Elec-tric & Gas Co., 80 Park Place, Newark, N. J. Sullivan, Raymond P., Standard Gas Equipment Corp., 1325 S. Michigan Ave., Chicago, Ill.

Mooney, John F., 125 Drake Court, Omaha, Nebr.

Lehty, Loy C., 5018 E. Washington, Indian-apolis, Ind.

Riley, DeWitt H., 88 Columbia Road, Ken-more, N. Y.

Streyckmans, Felix B., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Stokes, John P., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Stoesser, Joseph P., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Sherwood, Geo. A., Jr., Peoples Gas Light & Coke Co., Michigan Ave. & Adams St., Chicago, Ill.

Scully, Daniel P., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Schroeder, Edward A., Peoples Gas Light & Coke Co., 46 W. 64th St., Chicago, Ill.

Ruef, John E., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Roberts, Francis D., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Rice, Edward A., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Riach, William Murdoch, Jr., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Rehfeldt, Hubert F., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Rees, Thomas E., Peoples Gas Light & Coke Co., 1951 Peoples Gas Bldg., Chicago, Ill.

Reeder, M. F., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Rafferty, Richard A., Peoples Gas Light & Coke Co., 9541 Baltimore Ave., Chicago, Ill.

Pollard, Martin W., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

O'Neil, William E., New York State Gas & Electric Corp., Ithaca, N. Y.

O'Brien, Richard H., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Noonan, Thomas F., Peoples Gas Light & Coke Co., 38 W. 64th St., Chicago, Ill.

Newton, Albert W., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Nagler, Karl B., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Murphy, James J., Peoples Gas Light & Coke Co., 846 W. 63rd St., Chicago, Ill.

Moore, Thomas J., Peoples Gas Light & Coke Co., 164 N. Sheldon St., Chicago, Ill.

Motto, Rocco, Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Mitchell, Wesley D., Peoples Gas Light & Coke Co., 3403 Greenview Ave., Chicago, Ill.

McMillan, Helen, Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

McElligett, Helen, Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.
McCarthy, Timothy F., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Marshall, William H., Peoples Gas Light & Coke Co., 9541 Baltimore Ave., Chicago, Ill.
MacWhorter, Donald L., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Mackenroth, Charles K., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Lavalle, Marcellus J., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.
Lynch, Philip J., Peoples Gas Light & Coke Co., 1741 Kingsbury St., Chicago, Ill.

Longstreet, Wm. H., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Londergan, Florence, 5435 Cornell Ave., Chicago, Ill.

Lipp, Howard S., Peoples Gas Light & Coke Co., 38 64th St., Chicago, Ill.

Linehan, John F., Peoples Gas Light & Coke Co., 38 W. 64th St., Chicago, Ill.

LeForge, Charles C., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Lawrence, George M., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Lauzon, David J., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Larson, Arthur S., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Larkin, John J., Peoples Gas Light & Coke Co., 11031 S. Michigan Ave., Chicago, Ill.

Kyser, James T., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Keeslor, L. D., Peoples Gas Light & Coke Co., 8133 Bennett Ave., Chicago, Ill.

Kemble, Arthur C., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Johnson, John, Peoples Gas Light & Coke Co., 7331 Maryland Ave., Chicago, Ill.

Johns, Harold B., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Jackson, J. Stanley, Peoples Gas Light & Coke Co., 1822 Peoples Gas Bldg., Chicago, Ill.

Hughes, Peter J., 4501 Roosevelt Rd., Chicago, Ill.

Hodgdon, Warren O., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Hochheimer, John, Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Hinckley, William O., Peoples Gas Light & Coke Co., 46 W. 64th St., Chicago, Ill.

Herion, Thomas F., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Henry, George M., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

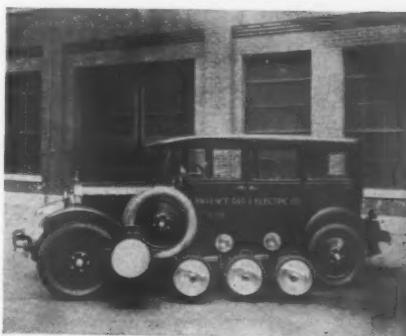
Heil, W. Edw., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Hallgren, Carl M., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Haake, Albert C., Peoples Gas Light & Coke Co., Mt. Prospect, Ill.

Greeff, Minerva, Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Griffith, Frank L., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.



New first aid truck of Lawrence, Mass., Gas and Electric Co.

Green, Clarence D., Western United Gas & Electric Co., 68 Fox St., Aurora, Ill.

Greenfield, Richard, Peoples Gas Light & Coke Co., 7333 S. Union Ave., Chicago, Ill.

Gorman, Anna V., 2617 Eastwood Ave., Chicago, Ill.

Gillespie, Alexander H., 1305 N. Mason Ave., Chicago, Ill.

Gates, Ernest L., Peoples Gas Light & Coke Co., 11020 Vernon Ave., Chicago, Ill.

Gallagher, Thomas J., 7548 So. Peoria St., Chicago, Ill.

Funkhouse, L. A., Peoples Gas Light & Coke Co., 122 So. Michigan Ave., Chicago, Ill.

Frydendall, Archie D., Peoples Gas Light & Coke Co., 122 So. Michigan Ave., Chicago, Ill.

Fox, Norman G., Peoples Gas Light & Coke Co., 45-49 Pershing Rd., Chicago, Ill.

Flynn, Dennis A., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Fletcher, Edith M., Peoples Gas Light & Coke Co., Chicago, Ill.

Farber, Jacob A., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Musselman, George H., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Elwell, Robert E., 7439 Cottage Grove Ave., Chicago, Ill.

Elmberger, George C., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Eddy, Philip E., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Duffey, Philip A., Peoples Gas Light & Coke Co., Chicago, Ill.

Dufresne, John A., Peoples Gas Light & Coke Co., 1122 Crosby St., Chicago, Ill.

Doane, Julianne, Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Devaney, Walter T., 725 E. 81st St., Chicago, Ill.

Delves, Wilfred A., 1913 S. Millard Ave., Chicago, Ill.

Davis, Royden N., Peoples Gas Light & Coke Co., Chicago, Ill.

Cummings, Daniel A., Peoples Gas Light & Coke Co., 122 S. Michigan Ave., Chicago, Ill.

Committee Structure of the A. G. A.

Giving Chairmen of Committees Organized to Date

General Committees

Accident Prevention—E. R. Dobbin, Geneva, N. Y.
 Affiliations—C. N. Stannard, Denver, Colo.
 Amendments to Constitution—W. J. Clark, Yonkers, N. Y.
 A. G. A. Testing Laboratory—R. W. Gallagher, Cleveland, Ohio.
 A. G. A. Approval Requirements—A. H. Hall, New York, N. Y.
 Award of Beal Medal—O. H. Fogg, New York, N. Y.
 Commission on Asphyxiation and Resuscitation—P. H. Gadsden, Philadelphia, Pa.
 Cooperation with Educational Institutions—W. G. Gribbel, Philadelphia, Pa.
 Education of Gas Company Employees—E. B. Luce, Baltimore, Md.
 Finance—James Lawrence, New York, N. Y.
 National Advertising—C. E. Paige, Brooklyn, N. Y.
 Nominating—H. H. Ganser, Norristown, Pa.
 Rate Fundamentals—W. L. Ransom, New York, N. Y.
 Rate Structure—G. I. Vincent, Syracuse, N. Y.
 Research in Industrial Gas Utilization—F. J. Rutledge, Philadelphia, Pa.
 Standards and Service—R. B. Brown, Milwaukee, Wisc.
 Taxation—W. A. Sauer, Chicago, Ill.

Natural Gas Department

Chairman: N. C. McGowen, Shreveport, La.
 Wrinkle—H. J. Struth, Cincinnati, Ohio.
 Gas Measuring Committee—F. M. Towl, New York, N. Y.
 Pipe Line Flow—H. D. Hancock, Kansas City, Mo.
 Convention Arrangements—H. C. Morris, Dallas, Texas.

Accounting Section

Chairman: Edward Porter, Philadelphia, Pa.
 A. G. A. Statistics—G. E. McKana, Chicago, Ill.
 Cost of Operating Motors and Mechanical Equipment in Distribution Work—M. F. Reeder, Chicago, Ill.
 Credit and Collection—G. A. Burrows, New York, N. Y.
 Exhibit—Sidney Curren, Newark, N. J.
 Fixed Capital Records—J. I. Blanchfield, Brooklyn, N. Y.
 Insurance—Harry Anderson, Chicago, Ill.
 Internal Audits of Departments—A. DiCarlo, New York, N. Y.
 Machine Payroll Accounting—W. S. Pruyne, Mt. Vernon, N. Y.
 Nominating—A. L. Tossell, Chicago, Ill.
 Office Personnel and Development of Office Labor Saving Devices—J. L. Conover, Newark, N. J.
 Relations with Customers—R. F. Bonsall, Baltimore, Md.
 State Representatives—F. H. Patterson, Rochester, N. Y.
 Uniform Classification of Accounts—H. M. Brundage, New York, N. Y.

Commercial Section

Chairman: J. J. Burns, St. Louis, Mo.
 Merchandising—E. R. Acker, Poughkeepsie, N. Y.
 Architect's and Builder's Service—R. G. Munroe, Denver, Colo.
 Blue Star Plan—H. H. Skinner, Dayton, Ohio.
 Sales Cooperation with Allied Trades—Heating and Piping Contractors—H. L. Whitelaw, New York, N. Y.
 Master Plumbers—J. J. Winn, Fall River, Mass.
 Appliance Dealers—G. M. Karshner, New York, N. Y.

Domestic Cooking—E. J. Stephany, Pittsburgh, Pa.
 Home Service—Mrs. M. P. Wardman, Coney Island, N. Y.
 House Heating—Thomson King, Boyertown, Pa.
 Incineration—J. A. Weiser, Pittston, Pa.
 Domestic Laundry Equipment—J. E. Trainer, Columbus, Ohio.
 Water Heating—B. J. Gardner, Hammond, Ind.
 Window and Store Displays—R. M. Martin, New York, N. Y.
 Refrigeration—N. T. Sellman, New York, N. Y.
 Compensation of Salesmen—H. E. Dexter, Poughkeepsie, N. Y.
 General Commercial Policy—Samuel Insull, Jr., Chicago, Ill.

Industrial Gas Section

Chairman: F. C. Mackey, Chicago, Ill.
 Advertising—J. F. Weedon, Chicago, Ill.
 Competitive Fuels—W. F. Miller, Chicago, Ill.
 Education of Personnel and Contact with Educational Institutions and Technical Societies—J. P. Leinroth, Newark, N. J.
 Program—C. C. Krausse, Baltimore, Md.
 Display and Contact with National Industrial Organizations—D. W. Chapman, Chicago, Ill.
 Hotel and Restaurant Sales Promotion—C. H. French, New York, N. Y.
 Nominating—H. O. Loebell, New York, N. Y.
 Policy—J. P. Leinroth, Newark, N. J.
 Progress and Contact with Furnace Manufacturers—J. F. Quinn, Brooklyn, N. Y.
 Publicity—H. O. Andrew, New York, N. Y.
 Industrial Rates—E. L. Wilder, Rochester, N. Y.
 New Heating Problems—N. T. Sellman, New York, N. Y.
 Speakers Bureau—A. M. Apman, New York, N. Y.
 Sales Methods—E. C. Weston, Toledo, Ohio.
 Survey—R. L. Manier, Syracuse, N. Y.

Manufacturers Section

Chairman: H. L. Whitelaw, New York, N. Y.
 Gas Manufacturing and Auxiliary Equipment Mfgs.—W. H. Earle, New York, N. Y.
 Distribution Equipment Mfgs.—D. B. Stokes, Burlington, N. J.
 Utilization Appliances Mfgs.—R. C. Hoffman, New York, N. Y.
 Office Equipment Mfgs.—E. A. Norman, New York, N. Y.
 Exhibition—H. L. Whitelaw, New York, N. Y.
 Nominating—W. E. Steinwedel, Cleveland, Ohio.

Publicity and Advertising Section

Chairman: E. F. Gardiner, Chicago, Ill.
 Nominating—H. C. Clark, Newark, N. J.
 Advisory Committee on A. G. A. MONTHLY—E. F. Gardiner, Chicago, Ill.

Technical Section

Chairman: W. C. Beckjord, New York, N. Y.
 Economic and Engineering Survey—H. E. Bates, Chicago, Ill.
 Carbonization—H. H. Himsworth, New York, N. Y.
 Water Gas—W. J. Murdock, Joliet, Ill.
 Distribution—M. I. Mix, Chicago, Ill.
 Chemical—E. C. Uhlig, Brooklyn, N. Y.
 Advisory Council on Research—W. C. Beckjord, New York, N. Y.
 Nominating—J. P. Haftenkamp, Rochester, N. Y.

Associations Affiliated with A. G. A.

Canadian Gas Association

Pres.—P. V. Byrnes, United Gas & Fuel Co., Hamilton, Ont.

Sec.-Tr.—C. W. Allen, 7 Astley Avenue, Toronto.

Conv., Hamilton, Ont., June 21 and 22, 1928.

Empire State Gas and Electric Association

Pres.—H. O. Palmer, Empire Gas & Electric Co., Geneva, N. Y.

Chairman Gas Section—O. H. Smith, Consolidated Gas Co. of New York, New York, N. Y.

Sec.—C. H. B. Chapin, Grand Central Terminal, New York, N. Y.

Conv., Upper Saranac, N. Y., Oct., 1928.

Illinois Gas Association

Pres.—P. D. Warren, The Peoples Gas Light & Coke Co., Chicago, Ill.

Sec.-Tr.—R. V. Prather, 305 Illinois Mine Workers Bldg., Springfield, Ill.

Conv., Springfield, Ill., March 14 and 15, 1928.

Indiana Gas Association

Pres.—I. C. Shepard, Southern Indiana Gas & Elec. Co., Evansville, Ind.

Sec.-Tr.—F. B. Tracy, Central Indiana Gas Co., Muncie, Ind.

Conv., 1928.

Michigan Gas Association

Pres.—F. W. Steere, Semet-Solvay Co., New York, N. Y.

Sec.-Tr.—A. G. Schroeder, Grand Rapids Gas Light Co., Grand Rapids, Mich.

Conv., Grand Hotel, Mackinac Island, Mich., July 5 to 7, 1928.

Mid West Gas Association

Pres.—C. A. Nash, United Light & Railway Co., Davenport, Iowa.

Sec.-Tr.—A. W. Schmidt, Des Moines Gas Co., Des Moines, Iowa.

Conv., April 24-26, 1928.

Missouri Association of Public Utilities

Pres.—W. H. Henby, St. Louis County Water Co., St. Louis, Mo.

Sec.-Tr.—F. D. Beardslee, 315 N. 12th St., St. Louis, Mo.

Conv., 1928.

New England Gas Association

Pres.—William Gould, Gas and Electric Improvement Co., Boston, Mass.

Secretary—E. A. Taylor, 100 Weybosset St., Providence, R. I.

Chairman Operating Div.—A. H. Scott, New Britain Gas Light Co., New Britain, Conn.

Secretary Operating Div.—R. L. Knobilton, Providence Gas Co., Providence, R. I.

Pres. Sales Div.—M. B. Webber, Marlboro-Hudson Gas Co., Boston, Mass.

Sec.-Tr.—Sales Div.—J. H. Sumner, 719 Massachusetts Ave., Cambridge, Mass.

Pres. Industrial Div.—E. W. Berchtold, Boston Con. Gas Co., Boston, Mass.

Sec.-Tr.—Industrial Div.—L. E. Wagner, Providence Gas Co., Providence, R. I.

Chairman Acctg. Div.—W. A. Doering, Boston Con. Gas Co., Boston, Mass.

Sec.-Treas. Acctg. Div.—Otto Price, Boston Con. Gas Co., Boston, Mass.

Conv., Boston, Mass., Feb. 15 and 16, 1928.

New Jersey Gas Association

Pres.—J. L. Conover, Public Service Electric & Gas Co., Newark, N. J.

Sec.-Tr.—Louis Stoecker, Public Service Electric & Gas Co., Newark, N. J.

Conv., Stacey Treat Hotel, Trenton, N. J., Jan. 25, 1928.

Oklahoma Utilities Association

Pres.—E. R. Ersberger, Southwestern Light & Power Co., Oklahoma City, Okla.

Mgr.—E. F. McKay, Oklahoma City, Okla.

Conv., Tulsa, Okla., March 13-15, 1928.

Pacific Coast Gas Association

Pres.—L. M. Klauber, San Diego Consolidated Gas & Electric Co., San Diego, Calif.

Exec. Sec.—Clifford Johnstone, 447 Sutter St., San Francisco, Calif.

Conv., Coronado, Calif., Sept. 17-21, 1928.

Pennsylvania Gas Association

Pres.—J. A. Weiser, Peoples Light Co., Pittston, Pa.

Sec.-Tr.—Geo. L. Cullen, Harrisburg Gas Co., Harrisburg, Pa.

Conv., 1928.

Southern Gas Association

Pres.—P. S. Arkwright, Georgia Power Co., Atlanta, Ga.

Sec.-Tr.—J. P. Connolly, 141 Meeting St., Charleston, S. C.

Conv., Jacksonville, Fla., April 17-19, 1928.

Southwestern Public Service Association

Pres.—M. T. Walker, Southwestern G. & E. Co., Shreveport, La.

Chairman Gas Section—C. M. Thompson, Texas Power & Light Co., Waco, Texas.

Sec.—E. N. Willis, 403 Slaughter Bldg., Dallas, Texas.

Conv., Dallas, Texas, May 3 to 5, 1928.

Wisconsin Utilities Association

Pres.—John St. John, Madison Gas & Electric Co., Madison, Wis.

Exec.-Sec.—J. N. Cadby, 432 Broadway, Milwaukee, Wis.

Conv., 1928.

Geographic Divisions

Eastern States Gas Conference

Pres.—H. H. Newman, Public Service Electric & Gas Co., Trenton, N. J.

Sec.-Tr.—J. C. Smith, Consumers Gas Co., Reading, Pa.

Conv., Newark, N. J., April 5 and 6, 1928.

Tenth Annual Convention of the American Gas Association
Atlantic City, N. J.

October 8-12, 1928

Employment Bureau

(Address All Communications to Key Number)

SERVICES REQUIRED

WANTED by large gas company in middle west, salesman for industrial gas appliances. Address A. G. A. Key No. 073.

WANTED—Sales Representatives for industrial gas appliances and burners by manufacturer of trade name line. Commission. Have openings in Chicago, St. Louis and a few other industrial centres. Address A. G. A. Key No. 0106.

SALESMEN—Well-known manufacturer of water heaters is in need of local representatives in several cities. The type of man wanted should be about 30 to 35 years of age, well educated, healthy, good business experience including direction of other employees. Reply, giving full qualifications, present connection and salary. Treated in confidence. Inclose photo if available. Address A. G. A. Key No. 0107.

WANTED—Works Foreman. One that can get results and capable of handling men. Send out 150,000 daily. First class location. The plant and mains in good condition. State salary and experience in first letter. Address A. G. A. Key No. 0110.

GAS RANGES SALESMAN to represent a Trade Mark Line of Gas Ranges and Broilers—both Domestic and Hotel Lines. One experienced and having some acquaintance with West Shore Gas Companies in Illinois and Wisconsin preferred. Address A. G. A. Key No. 0111.

SERVICES OFFERED

POSITION wanted as Superintendent of small gas company or as General Foreman of large plant. Approximately seventeen years' experience in all branches of manufacture and distribution, high and low pressure systems. Address A. G. A. Key No. 224.

POSITION as manager of small gas or combination gas and electric property or as commercial manager of a larger property by a man thoroughly reliable with wide experience and a record for producing results. Address A. G. A. Key No. 226.

CHEMICAL ENGINEER—with 7 years' experience in the testing and developing of different classes of gas appliances also familiar with the testing and utilization of natural gas and manufactured gas—A-1 references. Address A. G. A. Key No. 227.

A GRADUATE of California University desires a position as Private Secretary and Stenographer, has considerable experience in Utility work and can give satisfactory references. Address A. G. A. Key No. 229.

WANTED—Position by young woman, B.S. in Chemistry as technologist, in library or in home service department. Nine Years' experience. Address A. G. A. Key No. 235.

COMMERCIAL OR SALES MANAGER with fine record of achievement, available for northern location near future. Responsible for one of the outstanding gas properties of 1926. Capable organization and operation of complete commercial department including sales, advertising and publicity and public relations. Vitally interested in heating and refrigeration load. Contract on salary and commission basis. Southern climate unsuitable reason for change. Address A. G. A. Key No. 236.

ACCOUNTANT, AUDITOR, COMPTROLLER 20 years' experience with large Utility Organizations, in all phases of modern accounting, audits, financial management and budget systems. Christian, 42, married. Available immediately. Salary reasonable. Address A. G. A. Key No. 237.

CHEMICAL ENGINEERS—1½ years' experience as Chemist at Gas Works. 2 years as Research Chemist for solid fuels and oils. Desires a position as Research Chemist or Development Engineer. A-1 references. Address A. G. A. Key No. 238.

WISH POSITION with company that has need for a man of my qualifications and training. Nine years' experience in the gas industry having been a cadet engineer and plant foreman in large company and for the last four years manager of small property; can operate water gas sets with either hard or soft coal; thoroughly familiar with both high and low pressure distribution, technical graduate, 37 years old, married. Address A. G. A. Key No. 240.

MASSACHUSETTS Institute of Technology graduate with seven years' practical experience, three years in gas business coke oven, producer gas, water gas and some distribution experience. Desire position as Assistant or Cadet. Best of references. Address A. G. A. Key No. 241.

SPECIAL UTILITY ENGINEER—Revamping, construction or development work; with large operation or holding company preferred. Age 45. Experience 27 years as superintendent, engineer and manager of moderate growing systems; Koppers coke plants and waning natural gas. All kinds distribution. Also combustion specialties business. Would consider short term Foreign commission. Address A. G. A. Key No. 242.

POSITION WANTED—as Superintendent or General Foreman of artificial gas plant. Eighteen years experience in manufacture and distribution, high and low pressure systems. Address A. G. A. Key No. 243.

GAS ENGINEER of a large By-Product Coke Company desires to locate with a Gas Company. Technically trained and has a valuable practical experience in operation of coal gas, water gas and coke oven plants extending over the past twenty years. Age 40. Address A. G. A. Key No. 244.

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